

## **ENTERPRISE COMPETIVENESS IMPROVEMENT**

**Naidenysheva A.**, student  
Scientific supervisor – Beznis Y., senior lecturer  
Belarusian National Technical University  
Minsk, Republic of Belarus

In the process of competition, the subjects of market relations pursue the same goal – maximizing profits by winning consumer preferences. The winner in the competition is the one who has achieved certain competitive advantages earlier than others and captured a stable market segment [1].

To succeed in the foreign market «newcomers» should adhere to several recommendations: 1) win the first stage of the struggle for leadership in the industry, using a differentiation strategy aimed at achieving advantages in terms of product quality; 2) actively support the introduction of progressive technologies aimed at improving product quality; 3) use any advantages by releasing more models of goods, improving their appearance, using new technologies and channels of production resources supply, providing production with raw materials and materials in advance, as well as using new technologies and channels for the sale of manufactured goods; 4) gradually shift the main focus of advertising from the current familiarization of consumers with the product for the formation of strategic long-term company and brand positioning; 5) use price reduction due to resource saving to attract a group of buyers sensitive to price changes; 6) attract manufacturers of substitute goods and related products for cooperation; 7) mind pre-sale, sale and after-sale conditions, warranty and post-warranty customer service.

Formation of competitive relations assists in the creation of a developed, civilized market, which includes the sphere of production and commodity exchange. The acquisition and retention of competitive advantages are the key factors of the company's success in the competitive struggle.

### **References**

1. Конкуренентоспособность предприятия: сущность, методы оценки и механизмы увеличения [Электронный ресурс]. – Режим доступа: [https://logistics.ru/scm/9/2/i20\\_64.htm2](https://logistics.ru/scm/9/2/i20_64.htm2). – Дата доступа: 28.01.2022.