

The second point is that each year leading category of goods, for which antidumping duties are adopted, don't really change, so they are really important for domestic country, which uses such a tool in order to defend its domestic producers and inner economy.

The third point is that main antidumping users and the countries, which export is obliged by antidumping duties, don't change too. The main antidumping users from 1995 to modern time are the EU, the USA, India and the Eurasian Economic Union as a new regional integration. As for the countries which export is obliged by antidumping duties in other countries, there are China, the USA, South Korea, Taiwan and Indonesia. Their indicators can be changed non-significantly.

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УДК 658.628.011.1

#### WAYS TO IMPROVE COMPETITIVENESS OF PRODUCTS AT THE ENTERPRISE

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*Resume – When an organization enters the market, everyone is faced with such a concept as competitive struggle. Today the market is oversaturated with a choice of products that exceeds customer demand. In this case, the consumer gives preference to the most competitive product, that is, such a product that meets the needs better than the competitor's product. To do this, the organization must have numerous competitive advantages and take the highest position in the market.*

*Резюме – Когда организация выходит на рынок, каждый сталкивается с таким понятием, как конкурентная борьба. Сегодня рынок перенасыщен выбором товаров, которые превышают покупательский спрос. В этом случае потребитель отдает предпочтение наиболее конкурентоспособному продукту, то есть такому продукту, который удовлетворяет потребности лучше, чем продукт конкурента. Для этого организация должна иметь многочисленные конкурентные преимущества и занимать самые высокие позиции на рынке.*

**Introduction.** The manufacturing industry is one of the main components of the country's economy. Thanks to her, the population of the country is provided with a diverse choice of products that meet the needs of different population groups. Produced items must be competitive both in the domestic and foreign markets.

Thus, competitiveness is the ability to create and apply various success factors that will distinguish an enterprise from its competitors and give certain market advantages for manufactured products and maintaining competition.

In various areas of the manufacturing industry, thanks to improved management, marketing and upgrading manufacturing process, focusing on new technologies, enterprises take the first positions and increase their production.

**Main part.** To evaluate the competition of products, the following methods are used, which are based on:

1. consumer requirements. In this case, only two values are applied (1 - when the product meets the requirements set, 0 - when it does not);
2. the indicator "product rating", which indicates how one product prevails over the other when it is used by the consumer;
3. integral index of competitiveness. This takes into account two aspects: the beneficial effect that the buyer receives from the purchase of this product, and the costs incurred in the use of this product;
4. building a competitive radar, which gives a visual representation of all the characteristics of the product.

Each confectionery company should strive to provide the consumer with the highest quality or novelty products, but at the same price and at the same cost of production. But this can be done only if you know what exactly the consumer wants. Thus, it is necessary to explore the marketing environment, while following the tactics of continual improvement of the manufactured products. Thanks to this, the company will increase sales and revenue. But with an increase in sales volumes, an increase in production volumes is also expected, which is achieved due to an increase in labor productivity or the attraction of additional funds for production.

If we consider the sphere of confectionery production, then in order to compete on the market, such enterprises need to constantly expand product choices and introduce new technologies, creating and introducing new types of products into production, reducing caloric content, conducting research and forming new documentation in order to increase shelf life. New types of products can be products that do not contain sugar, synthetic dyes and artificial additives. It will be advisable to make products with the addition of fruits, berries and nuts, as well as using raw materials that will give the products dietary and healing properties - vitamins, enzymes, bran, hematogen, etc.

To maintain a stable position of the enterprise, it is necessary to study all competitors. This is done in order to choose strategies that will be used to counter them and their tactics. This can help specially compiled surveys and questionnaires for consumers. The use of modern means of product promotion is an important factor in success in competition. At the same time, advertising on the Internet is being improved, i.e., electronic versions of product promotion are being developed and web-sites are being modernized. Developing relations with journalists about the placement of advertising image in the media and taking part in special fairs and exhibitions, consumers' attention to the company's products is increasing. Also, to inform consumers about manufactured goods and increase their competitiveness in stores, it is advisable to conduct samples of new products, to widely distribute advertising posters and leaflets about the company's products and brands, and to spend days for intermediaries informing about new products.

A big advantage when promoting confectionery products in the market will be the use of aromamarketing. Aromamarketing is a selective aromatization of air for a positive impact on the client, with the result that this will have a positive impact on the growth of sales volumes of products, and accordingly, on the profits.

Increased competitive advantage contributes to reducing the cost of production, which further lead to an increase in sales. One of the ways to reduce product prices is to use bonuses, discounts and promotions, as well as holding prize draws when taking part in events.

To maintain the level of exports and reduce the negative balance of external trade equilibrium, it is advisable to carry out the following measures:

- constantly update and expand the range of products;
- to expand supplies to Europe: Russia, Ukraine, Poland;
- to participate in high-prestigious exhibitions, both in their own country and abroad, by acquiring business contacts and increasing export sales;
- to master the technology of using natural food additives that stabilize the quality of finished products;
- use new types of material for packaging (eg, environmental) and packaging to form a positive image of the company in the market.

**Conclusion.** Thus, the study of the competitiveness of products is one of the most important components of marketing research, which build the basis for creating strategies and tactics of activities in the market, choosing the right way to increase the technical level and quality of products. Solving the problem of competitiveness is of a multifactorial nature, since it affects various aspects of the business process: production technology, quality of raw materials, investment activity, scientific and technological progress and the potential of the state, as well as qualifications of the human resources of corporations. Developing effective data solutions and many other aspects of the problem will help improve the competitiveness of enterprises in the global market.

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