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THE ANALYSIS AND ASSESSMENT OF COMPETITIVE ADVANTAGES OF DAIRY ENTERPRISES

The development of integration processes in the dairy production is the gradual institutional unification on an equal footing separate various specialized industries for the production of raw materials, storage, processing and sale to consumers of finished products, which operate in a social division of labor, into a single, integrated production and the legal structure.

The article deals with theoretical bases of formation of competitive advantages of dairy enterprises. Methodical approaches to management of competitiveness of enterprises. Grounded organizational and economic measures to increase competitive advantages of dairy enterprises.

The presence of multiple interpretations of competitiveness and the lack of a unified methodological approach to its assessment demonstrates the importance of the problem and need further research. Under the competitiveness of enterprises will understand the multifactorial characteristic that reflects the ability of the subject to compete with competitors within a defined market space by providing competitive advantages of the domestic components of economic activity and manufactured products in accordance with the requirements of the market and consumer needs at a specific point in time.

An analytical review of methods of evaluation of competitiveness and individual competitive advantages, along with limitations of specific methods, and showed the practical value of each. Thus, we can assume that the study of competitiveness should be

based on the application of several complementary groups of methods that allow you to reflect all necessary aspects of its formation and in the future to form an integrated estimation of competitiveness and individual competitive advantages.

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