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COMPETITIVENESS: MEANING AND SCOPE

The article suggests a common set of analytical work on the assessment of competitiveness, which is based on the following stages: market analysis and the choice of products to compare with; determination the comparative set of parameters; calculation of the competitiveness level of goods by different methods. A structural-logical model of products competitive evaluation is put forward.

The article determined the scope of the use of product competitiveness index, given the fact that manufacturers have to use it as a major guideline in their work, because it allows them to: assess the current level of product quality, establish factors of quality formation and define areas of improvement; correctly estimate the position on the market and modify the production program on the basis of marketing, strengthen financial position; forecast the expected "longevity" of the new product until it's release onto the market and avoid possible "failure"; develop options for management solutions to optimize the movement of goods from producer to consumer through its successful combination of consumer and economic properties; form a considered strategy and tactics of supply, production and sales.

Based on the review of professional sources, the basic classification features of assessing competitiveness of products methods were singled out. It is concluded that the choice of methods for assessing competitiveness depends on a combination of criteria, stages of the life cycle in the market and presentation of calculation results. The features of assessing competitiveness of products methods were singled out, their advantages and disadvantages were discusses as well as the possibility of effective use.

The algorithm of forming the production program of the company with regard to the internal competitiveness of products, illustrating steps starting from modelling customers' expectations until deciding on inclusion of products into the production program and considering the main stages of the analytical work of evaluating the competitiveness of products.

In determining the competitiveness of domestic production proposed beneficial effects include parameters that define rationality in terms of produc-

tion efficiency of enterprise resources (consumption of materials, labour, capital intensity, profitability). The price is suggested to be increased by the amount of expenses related to the promotion of products on the market.

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