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METHODICAL TOOL FOR IMPROVING COMPETITIVENESS AND FINANCIAL SECURITY OF ENGINEERING ENTERPRISES

The presence in the enterprise competitive status and competitive advantage are the essential conditions for obtaining excess profits, for providing financial stability, security and further development in modern market conditions.

Enterprises with sustainable competitive advantages are more attractive to get success in the market as compared to others. Today, domestic enterprises are nearly uncompetitive on the world market, while Ukraine has considerable resources, but it can only compete through cheap labour.

In the article the important scientific and practical tasks to develop methodological support competitiveness and financial security engineering enterprises has been decided. The main conclusions and recommendations are as follows:

- The objective function for competitiveness and financial security engineering enterprises has been shown. The factors of competitiveness and financial security engineering enterprises have been put forward. There are included: index mobility of equity; asset turnover ratio; turnover ratio of accounts payable; turnover ratio of equity; rate of return.

- Proved that the financial and economic activities of engineering enterprises, which use to form their assets more ideal approach, is characterized by significant unprofitability (66%); moderate and aggressive – unprofitability rather than profitability (50%, 50% and 65%); compromise and conservative – high profitability (60% and 67%).

- Methodical approaches to improve the competitiveness and financial security of engineering enterprises have been developed. Their characteristic features are:

To use as the objective function for competitiveness and financial security the engineering enterprises – the return on equity;

To establish limits for these factors: index mobility of equity; asset turnover ratio; turnover ratio of accounts payable; turnover ratio of equity; rate of return;

To establish maximum, medium and minimum values of factors and the objective function.

In the current economic conditions is actual the professional assessment and staff motivation the

engineering enterprises. Firstly, this is explained the necessity of improving the efficiency of financial and economic activity of engineering enterprises. This is presumed to increase more responsibility for each employee.

Second, the current trends in the human potential of the engineering enterprises, such as increase in the cost of human services, increasing the role of human recourses in manufacture of goods and services, constant growth the staff professional requirements – require staff qualification growth, high motivation to activity for engineering enterprises.

Thirdly, the development of engineering enterprises is influenced by changes in the environment. It requires a combination of quantitative and qualitative characteristics of personnel with the new requirements. Without them the plans of engineering enterprises are unfulfilled. Also the productivity and staff motivation are reduced. This is a subject for further research of the author of this work.

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