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COMMERCIAL COMPETITIVENESS

In today's world, competition is the basis for the functioning of market and market economy mechanisms. Competition in trade is specific, it has certain features associated with the functions performed by trade. The main function of trade is the sale of goods, meeting the solvent demand of the population for specific means of consumption. Carrying out this function, trade influences production in the direction of public recognition of expediency of production of certain goods. Trade more and more interferes in production, its technology, putting forward strict requirements to the assortment, volume and quality of goods, terms of production, binds producers and buyers, acting as an intermediary between supply and demand [1, p. 153].

The role of the intermediary between the supply and demand determines the necessity for the enterprises of the branch to study both the possibilities of commodity producers and the demands of consumers. To succeed in competition, trade enterprises should carefully study the price and quality characteristics of goods offered by producers, and evaluate and compare their competitiveness

Another important aspect of the management of an enterprise and its relationship with financial, credit, investment and other organizations is to assess competitiveness. Assessment is the result of determination and analysis of qualitative and quantitative characteristics of the object, which are as follows and the management process itself. Evaluation provides an opportunity to establish how the enterprise works or the goals are achieved, how changes and improvements in the management process influence the competitiveness of the enterprise.

The main elements of evaluation are in an appropriate relationship with each other. The evaluation process also happens in a certain sequence and requires a clear organization. With these requirements in mind, a mechanism for the evaluation process has been developed. Assessment of the competitiveness of trade enterprise is a study that allows to study the features of the enterprise, its position in the market,

the efficiency of activities and competitive advantages. On the basis of their study in the process of evaluation are developed measures to eliminate the causes of deficiencies in the work, identifying ways to stabilize the position and development of the enterprise in the future [4, p. 237].

The subject of assessment of enterprise competitiveness is the result of all types of its activities, formed under the influence of objective and subjective factors and are reflected through the system of economic information. Thus, to assess the competitiveness of an enterprise is to establish the ability of the enterprise to continue its economic activity for further development of the enterprise, as well as to provide information to substantiate the relevant management decisions. In methodological terms, competitiveness assessment can be presented as a set of evaluation principles, indicators, comparison criteria and assessment methods. Proceeding from the objective, the competitiveness of the enterprise is assessed using certain methods. Domestic scientists [5] call complex methods the most profound methods of enterprise competitiveness assessment, as they are oriented to the analysis of the whole range of the most important parameters of enterprise functioning.

The advantage of such methods is to obtain reliable and most accurate information about the competitiveness of the enterprise, its advantages and «bottlenecks» on the most extended list of comparative advantages. In addition, some scientists [6] note that the assessment of enterprise competitiveness should be based on a complex, multidimensional approach and take into account both the internal and external environment, the level of financial stability of the enterprise and the real situation of competitor enterprises.

So, the analysis of methods to determine the competitiveness gives an opportunity to investigate the market situation under conditions of constant changes, to define the competitors' priorities, to analyze the opportunities to expand the market and is the basis for developing measures to ensure the competitiveness of the enterprise.

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