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**INCREASING COMPETITIVENESS OF ENTERPRISES IN CURRENT
ECONOMIC CONDITIONS**

Competition causes the expansion of production and lower prices for products to the level of production costs. In addition, competition compels enterprises to fully embrace scientific and technological achievements, to apply effective technology and modern methods of production and labor organization.

In the current competitive environment, enterprises use the most economical combination of resources to produce a certain amount of output, because it corresponds to their own benefit.

Some contribution to the development of Adam Smith's theory of competition was made by D. Ricardo, D.S. Mill, J. Robinson, J. Keynes, J. Schumpeter, P. Heine, F.A. Hayek, F. Knight, K.R. McConnell, S.L. Bru, M. Porter, G.L. Azoev, Yu.I. Korobov, L.G. Ramensky, D.Yu. Yudanov and other scientists.

If we summarize the views expressed by different authors on the competitiveness of firms and organizations, we can conclude that competitive business are those entities that function effectively or provide the consumer with competitive products and services.

Competitiveness may, in certain circumstances, be identical to economic categories such as quality or efficiency. Hence, from an operational point of view, innovative methods of solving economic problems related to quality and efficiency can be involved in solving the problem of competitiveness [2].

Competitiveness is a dynamic category, and its dynamics are due, first of all, to external factors, many of which can be considered as managed parameters that are also related to efficiency.

The solution of the competitiveness problem at the macro level is due to its solution in the structural elements of the country's economy. But first of all, we

should look for ways to solve this problem by considering the micro level – products and enterprise.

The main purpose of the enterprise is profit. In the case of enterprises producing products or services, profit is part of the proceeds from the sale of the final product. The proceeds, in turn, reflect the amount of business occupied by the enterprise in a particular segment of the commodity market.

Therefore, the main purpose of the modern enterprise is market share, in other words, the volume of solvent consumer demand is required to ensure economic efficiency. Thus, the main competitive tool of any enterprise is the quality of their products or services that the consumer needs.

The natural system-forming element of the enterprise competitiveness system is product. It is the direct object of enterprises competition, the volume of its sales is a goal in a competitive environment [3].

With a large number of factors affecting the competitiveness of products in the market, a priority role is played by [1]:

- usefulness of products for the potential consumer;
- product price;
- product innovation (Table 1).

Table 1. Factors that affect product competitiveness [1]

Factors	Essence
Usefulness of products for the potential consumer	The usefulness of a product is its consumer value or ability to meet the requirements offered for a given type of product by the consumer.
Product price	With equal usefulness, the buyer will prefer the cheaper product. But it can also buy more expensive goods if it proves to be more useful. The exceptions here are prestigious or status goods, the acquisition of which is necessary to maintain a certain social status of the buyer.
Product innovation	Introduction of novelty in a product that is important to the buyer and differs originality (exclusivity) from other similar products that are presented on the market

Any product on the market is subjected to a public satisfaction test: each buyer obtains the product that satisfies his or her personal needs as much as possible, and

the whole set of buyers – the product that most fully meets the public needs, compared to competing products, so, the products of the company are tested on the criteria of public utility, saving society resources and compliance with the accepted criteria of the requirements for product quality.

Product competitiveness can only be determined by comparing competitors' products with each other. In other words, competitiveness is a relative term, clearly tied to a specific market and time of sale.

References:

1. Dovbenko V.I. Factors of Increasing the Competitiveness of Domestic Enterprises in the Conditions of Globalization / V.I. Dovbenko // *Foreign Trade: Law and Economy*. – 2009. – № 6 (35). – P. 29-35.
2. Tetyana Grynko, Tetyana Gviniashvili. Organisational and economic mechanism of business entities' innovative development management // *Economic Journal* – XXI, 2017. – № 165 (5-6). – C. 80-83.
3. Enterprises / O.P. Velychko, L.A. Velychko, R.O. Ivanchik // *Management of the Entrepreneurship Development in the Challenges of the 21st Century: Collection. monogram / for total. ed. Doctor of Economics, prof. T.V. Grynko*. – Dnipro: Bila K.O., 2019. – 420s. (Pp. 27-35).