

**Dimitrov I., Doctor of Science, Professor of the Department
of Economics and Management**

«Prof. D-r. Assen Zlatarov» University

**THE ORETICAL FUNDAMENTALS OF ENTERPRISE COMPETITIVE
STRATEGY FORMATION**

Any business entity that operates in a particular industry has a competitive business management strategy. This strategy can be developed both on a planned basis and by spontaneous emergence in the process of innovation activities of various functional units [2].

When solving their own tasks, each division of the business entity must apply the approaches dictated by its professional specifics.

Competitive strategy reflects the image of the future to which the business entity should aspire. It can be described in words, presented in the form of a model, and then formulate ways to achieve the desired state of the business entity in its various aspects. It is manifested in strategic management and specific strategic development plans. Strategic management involves the choice of several alternative ways to achieve the goal.

The attention paid to the strategic planning of economic entities is based on the assumption that carefully formulated strategies bring significant economic effect.

A competition strategy is a set of specific steps and approaches that an entity takes or intends to take in order to compete successfully in the industry.

The marketing meaning of competitive strategies is that they help to improve or maintain the entity's position in the market relative to competitors.

According to Michael Porter, “a competitive strategy is to be different from others. This means consciously choosing another set of measures to provide unique value.

The essence of the strategy lies in its measures: in the decision to implement them differently or in the decision to implement other measures in relation to competitors. Otherwise, the strategy turns into a non-competitive advertising slogan.

The main methods of competition in modern conditions are:

- price: characterized by the fact that in the competitive struggle for consumers and the conquest of the market is mainly used such a technique as lower prices;
- non-price: it is currently the main market mechanism in all developed countries of the world.
- their essence is to improve the quality of manufactured goods, improve both pre-sale and after-sales service;
- unfair methods of competition: to some extent are neighbors of the above methods, but are subject to both public condemnation and criminal prosecution. These include: industrial espionage and counterintelligence, counterfeiting of competitors, use of trademarks, direct deception of consumers, "lure" of specialists of competing organizations with higher

salaries, bribery of officials (corruption), fraud with reporting of the business entity in order to conceal profits from taxation [1].

The type of chosen competitive strategy depends on the position of the entity in the market and the nature of its actions. Possible strategies for achieving and maintaining the competitive advantage of the enterprise in the market are presented in table 1.

Table 1. The main types of competitive strategies

<i>Market position</i>	<i>Precautionary strategies</i>	<i>Passive strategies</i>
Market leaders	Market capture	Capture
	Market protection	Market blocking
Persecutors of market leaders	Attack	Passing the course
	Breakthrough	surrounding
Avoid direct competition	Concentration of beneficial forces in areas	Saving positions
		Bypass

The study showed that the strategy of the entity should be fully consistent with its position in the market, and should be focused on the direction in which the entity achieves the best results, and focus on its competitive strengths and capabilities.

References:

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Авейніков Д. С., канд. екон. наук Остапенко Т. М.

Дніпровський національний університет імені Олеся Гончара (Україна)

**БЮДЖЕТУВАННЯ У ДІЯЛЬНОСТІ ПІДПРИЄМНИЦЬКИХ СТРУКТУР
ТА ВИРОБНИЧИХ ПІДПРИЄМСТВ**

В умовах ринкової невизначеності, що породжена карантинними обмеженнями в різних сферах, вкрай необхідно розглядати усі можливі варіанти вирішення проблемних питань, в тому числі прогнозувати майбутнє, передбачати можливі зміни умов діяльності за допомогою випереджаючого планування та контролю, тобто з допомогою системи бюджетування.

Система бюджетування може охоплювати все підприємство, а може охоплювати лише окремі виконувані підприємством функції – виробничу, збутову, управлінську. Бюджетування передбачає забезпечення підприємства необхідними фінансовими ресурсами. Успіх операційної діяльності, яка передбачає виробництво, продаж