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THE WAYS OF IMPROVING THE ENTERPRISE COMPETITIVENESS

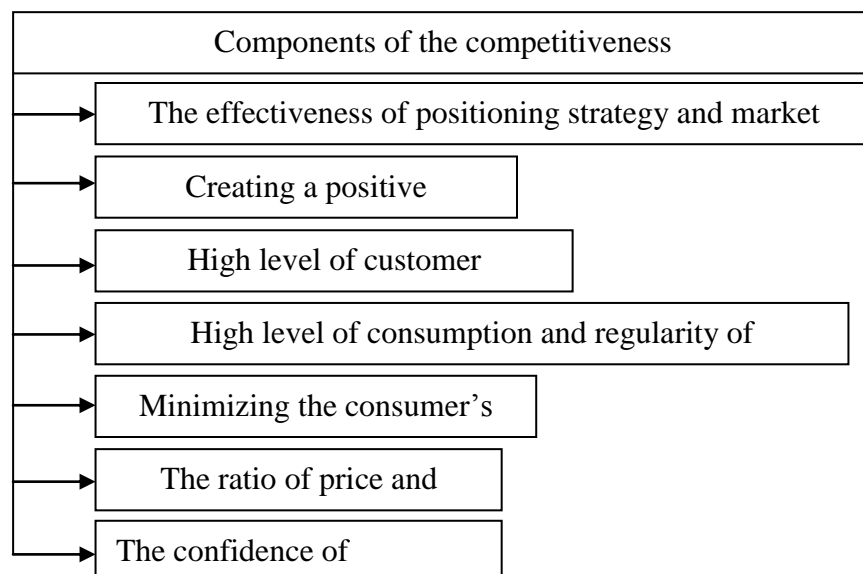
Relevance of this topic is that under present conditions of economic development of the foreign and domestic market “the competitive fight” of enterprises and its products is growing extremely fast. In these conditions well-built link exists between developments, prosperity, and welfare of enterprise, and its competitiveness. Therefore the determinative issue in life of an enterprise is successful managing of its competitiveness.

Competitiveness of the enterprise is an opportunity to use all strong parts in a whole amount and increase the potential in order to take new leading places on the national market and, especially, on the international market too. All of the marketing specialists are trying to improve the competitiveness of the enterprise’s position through the new products, which they can’t buy anywhere else [1]. Nowadays, there are a big number of methods to increase the competitiveness, but branding and benchmarking are really the most important among them.

Branding is needed to get more benefits by penetration in people’s consciousness, forming sympathy and affection, which are based on emotions and feelings. If a brand is powerful, a company will be powerful too. The brand can be a strong part of the enterprise’s body, if information about the brand is true and common, the reputation of the brand is controlled by the best market specialists, consumers and employees are well-informed about the brand (its life and history), advertising of the brand and products is of high quality.

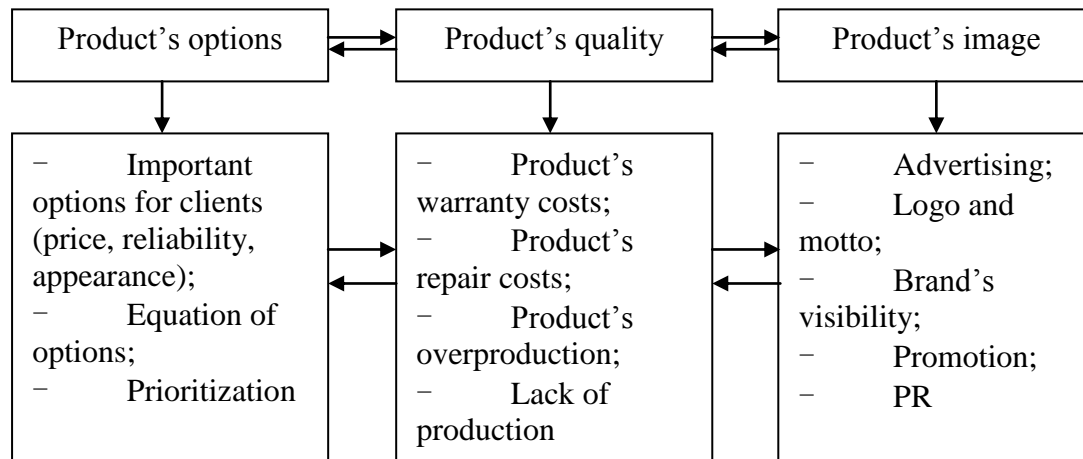
The brand’s image must be connected with people’s attachment, and its reputation must be particularly high in society’s eyes – they should recognize it and be interested in it. In order to increase the brand’s image, the leadership of the enterprise has to create new effective ads, to use the cultural symbols, ratio of price and quality of its products and individual consumer’s characteristics [3].

The competitiveness of products and businesses, and brand, depends on the image of the brand. This means that the reputation of the mark must be high enough for people, recognizable interesting for consumers. The result is “win-win” and strong components of the competitiveness of the brand’s excellent image and its advertising campaign (pic. 1) [3].



Pic. 1. Components of the competitiveness

Besides all of these instruments of stable competitiveness, there is the other one, which is called benchmarking. Benchmarking means the activity, which a company uses to learn more about the products of competitors, in order to create and use new methods and practices, which will help the company to become more stable, effective and ideal on the market [4]. This method gives specific advantages to the company, namely, the improvement of products' options, its quality and image (pic. 2) [4].



Pic. 2. Formation of competitive advantages, based on the product's options, quality and image

Moreover, there are three other strategies of improvement of the competitiveness. Firstly, leadership in terms of costs – the company keeps all outgoings low, what gives the company an opportunity to get high profit even in case of the highest level of competition. Secondly, differentiation – company has a huge diverse of the products among the others companies. Thirdly, focusing – company focuses on the other market's parts [2].

Thus, each of these ways gives a large opportunity to conquer all the advantages in “competitive fight”, which increase productivity, effectiveness, reliability and powerful reputation of the enterprise. Moreover, all these things mentioned above increase and keep stable the competitiveness of the enterprise and its products.

Literature

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