

WAYS TO IMPROVE THE COMPETITIVENESS OF ENTERPRISES OPERATING IN THE MARKET FOR PRINTED MEDIA

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The article is devoted to developing ways to realize competitive advantages for the companies involved in the distribution of periodicals in print media market. The current state of enterprises working in the print media, for the major players in the market (SE «Pressa» and «Ukraposhta»), proposed a project to create their own outlets and a business plan among Project Expert.

There was a gradual decline in demand for the service among the population in the market for subscription and distribution of periodicals. The main reason for this situation is the growth of prices and distribution

market for electronic books. Given the trend of substitution of paper periodicals and electronic media in view of the further penetration of the Internet, experts predict a reduction in the Ukrainian market of prepaid distribution of periodicals.

Therefore, in order to prevent the extinction of periodicals, it is necessary to look for ways to improve their competitiveness. One of the ways can be creating their own sales outlets of periodicals, with a gradual increase of product range, improvement of services, development of marketing policy, and so on.