

THE DEFINITION AND SUBSTANTIATION OF INDICATORS, WHICH CHARACTERIZE THE COMPETITIVENESS OF BUSINESS STRUCTURES

Rusin-Grynyk R.R.

Postgraduate Student of the Department of Entrepreneurship
and Environmental Expertise of Goods,
Lviv Polytechnic National University

The current conditions of business entities functioning in Ukraine are complicated by a significant number of political and macroeconomic factors. The factors that negatively affect the activities of domestic enterprises include the military actions in the east, the devaluation of the national currency, the hardly predicted inflation, the absence of rapid reforms in the economic and political environment, and so on. In addition to the above mentioned problems, it should be added that in the context of the economic recession,

which has deepened significantly since 2012, the processes of monopolization, when small and medium-sized businesses are extruded by large giants of entrepreneurship and which adversely affect the level of healthy market competition in the trade sphere and, accordingly, inflationary processes in the country. Therefore, the analysis of the state of the competitiveness level and indicators that have an impact on the trade, as well as the study of the competitiveness of domestic enterprises are an urgent necessity.