

## IDENTIFICATION OF GOODS: ESSENCE AND MAJOR COMMODITY ASPECTS

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The analysis of scientific views regarding the interpretation of the essence of the concept of “competitive advantage” has been carried out the critical estimation of their definitions has been made. It was discovered that today a number of notions of “competitive advantage” are used and if one of them quite correctly and fully reflects the essence of this notion, while others are partial and relate only to certain areas of production units and does not fully meet the requirements of consistency and comprehensiveness. With taking into account of many-sided nature of the definitions of the essence of the concept of “competitive advantage”, the variety of definitions is systematized and the author's interpretation of this concept is formulated. Namely: the systematic acquisition by the enterprise of unique characteristics of products (works or services), higher volumes of production (sales) and market shares, in comparison with its competitors, due to the development of qualitative and quantitative

characteristics of a process or a product, by establishing a system for managing the formation and ensuring the effective use of available resources (raw materials, spatial, labor, managerial, technological, information, marketing, etc.).

Prerequisite research enterprise competitive advantage is their classification, which allows you to set different manifestations benefits. There are many different classifications of competitive advantages and factors forming in the economic literature. Were investigated methodological approaches to the classification of competitive advantages of the enterprise and proposed their classification structure.

It is revealed that the competitive advantage is the result of enterprise's initiative, which determines the level of its competitiveness due to features and uniqueness of products, techniques and technologies, methods of organization of production and sales, etc.