

DEVELOPMENT OF DIRECTIONS FOR INCREASING AN INTERNATIONAL COMPETITIVENESS OF AN ENTERPRISE

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An effective component of economic development is an international competitiveness of the enterprise. It reflects the possibility and effectiveness of adapting the enterprise to the conditions that are dictated by the competitive environment. One of the main prerequisites for achieving a high level of profitability for each firm is to ensure the competitiveness of manufactured goods and services. As a rule, companies which have high level of competitive potential reach this goal.

International competitiveness of enterprises is their ability to produce and sell high quality products for domestic and foreign markets, to offer a competitive price and to provide an effective turnover of resources used in the production process. It is also an ability to produce and sell products that, in their characteristics, takes the lead over similar competitor's offers on the international market.

An alternative numerous directions of the company's position on the international competitive environment, and needs to optimize resource potential and capital management substantiate the systematic strategic planning of competitiveness. An economic policy adapting to the competitive environment

in the form of international competition is a condition for the implementation of an effective economic mechanism for enterprises.

Choosing of a model of providing international competitiveness of an enterprise envisage a justification for the directions of achieving strategic objectives of competition which includes such rules and methods as: forming of price policy that provides the strategic dynamics of growth of target market share, a total sales volume, commodity turnover of individual product groups; management of resource potential, its functional and cost redistribution in order to obtain target profit and maximize profitability in the strategic period; formation of a product range that meets consumer needs and provides income maximization, minimization of volume and optimization of cost structure; effective supply of goods and minimization costs of the formation of inventories, in particular by choosing a competitive supplier; increase of social efficiency of trade services; ensuring investment attractiveness as a result of minimizing the payback period of investments and increasing the efficiency of investment projects of trading activities.