

FORMATION OF STRATEGIC COMPETITIVE EDGES OF THE ENTERPRISE TO PROVIDING INCREASED COMPETITIVENESS

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The article is dedicated the issue of competitiveness management by determination of its strategic competitive edges and the sources of their forming. The basic resources of enterprise, based on those competitive edges are formed, are analyzed and systematized. Essence of competitive edges and strategic competitive edges is certain. The map of forming of strategic competitive edges is developed on the example of dairy enterprises.

In today's market conditions, competition is an inevitable phenomenon in running a business. Competitive derivation from each competitor is a relative concept, since it can be determined at the enterprise only in comparison with other enterprises of the common industry.

In order to ensure the formation of competitiveness at the enterprise, it is important to pay attention to the rational use of the resources that directly form it. The article proposes to divide such resources into three groups: basic, competitive and strategic.

In forming the resources of an enterprise to ensure its further competitiveness in the market, the time when a decision is being taken plays a significant role. Strategic and competitive resources of any enterprise over time tend to transition to the base, ie lose their novelty and relevance. Consequently, the later it will be decided to renew such types of resources, the less competitive advantages will be in the future.

It is based on the rational management of such resources and formed the competitive advantages of the enterprise. Particular attention should be paid to the factor of time in the formation of competitive advantages, because the current competitive advantages for a company can become, after some time, its usual characteristic, or even a typical phenomenon for enterprises in the middle of the industry, and will lose their significance. Under such conditions, the company should focus on the formation of sustainable competitive advantages. But even the formation of persistent competitive advantages is not a guarantee of their long-term use, since any artificial competitor's advantage (created as a result of human activity) will sooner or later be determined and repeated by competitors.

The article also states that the formation of strategic competitive advantages is relevant for any enterprise. Unlike the usual current competitive advantage, the strategic focus is on strengthening market positions in the future. The definition of strategic competitive advantages is a complex multi-dimensional process, which involves a thorough analysis of the company's activities, identification of its weak and strong points, identifying alternatives, etc.

Consequently, the article states that the basis for effective management of the competitiveness of the enterprise is the rational use of resources and the formation of current and strategic competitive advantages.