

ENSURING OF COMPETITIVENESS OF ENTERPRISE: THE LOGISTIC COMPONENTS

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In a market economy the competitiveness of enterprise is one of the most important objects of research and management, as its level determines the ability of business entities to adapt to the conditions of the competitive environment. The competitiveness of enterprise is determined by the indicators that characterize the efficiency of production activity, financial state of an enterprise, the effectiveness of sales and product promotion organization and also the competitiveness of goods in comparison with the competitor companies.

Modern enterprises facing with strong competition must constantly develop new reserves to strengthen their competitive position in the market. One of these reserves is logistics which offers new methods for managing supply, production and distribution.

The authors selected the enterprises of the mining industry of Vinnytsia region to study the level of competitiveness and its logistics components. An assessment of the level of their competitiveness by the business process competitiveness indexes, integrated indexes for production, marketing and financial potential and the integrated index of competitiveness is carried out.

The analysis of indexes of enterprise competitiveness depending on the business pro-

cesses showed that since 2014 the mining enterprises had reduced the production volumes, lost the main market of sales, as well as the interest of investors. During 2015 enterprises that had sufficient production, financial and marketing potential achieved the pre-crisis indicators by using the logistics components of competitiveness increasing.

The results of research of the competitiveness level of mining enterprises in the Vinnytsia region confirm the need to take into account the influence of logistics components. The following logistics components of the enterprise competitiveness for production, marketing and financial potentials are offered: elimination of logistics operations time; improvement of the service provision quality; reduction of the logistics costs.

In the sphere of production it is important to have an effective production organization with minimal costs; in the sphere of marketing it is important to search for the new markets; in the sphere of finance it is important to achieve the optimal level of total costs at the enterprises.

Thus, we can conclude that logistics affects all aspects of the mining enterprises activity and determines their long-term viability.