

ECONOMIC SATISFACTION OF COMPETITIVENESS OF THE ENTERPRISE AND WAYS OF ITS INCREASES

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In the crisis conditions of economic activity among domestic enterprises, there is an increase in competition, which is typical for enterprises of all sectors of the economy without exception. The emergence and development of a large number of economic entities is the result of active market transformations, this situation is conducive to increasing competition between them. In market conditions, domestic enterprises are compelled to compete not only in the domestic market, but also in the external. The key obstacle to improving the competitiveness of domestic enterprises is the failure to compete to increase its own share in the domestic and foreign markets, the lack of development of marketing and the risk of making managerial decisions. Taking into account the above, the problem regarding the definition of the economic essence of the

company's competitiveness and the development of effective measures to improve it is relevant.

The development of the company in the direction of strengthening competitive positions imposes certain requirements to them, namely, the urgency in such conditions becomes the creation of a competitive team of specialists and providing them with appropriate social and working conditions. After all, effective increase of the competitiveness of the enterprise should also be oriented on the development of the economy of Ukraine as a whole. Consequently, the study of the economic essence of the company's competitiveness and the search for ways to increase it requires further thorough scientific research and practical recommendations; this need explains the choice of the subject of this study.