

## MODEL FOR ENHANCING THE VESSEL COMPETITIVE ADVANTAGES AT THE LOCAL FREIGHT MARKET

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There are several issues that are be considered in this research: the problem of optimization of the process of the vessel repairing by using economic and mathematical models that would provide a shipping company within a free market and full liberalization of the tramp shipping a sustainable position in the relevant local freight market and would contribute to obtaining the greatest possible profits by holding a particular cargo base and regular customers.

An optimum compromise of vessels technical and operational characteristics, the way of operation used by ship-owners or operators and the requirements of a specific local freight market is one of the conditions for vessels effective market positioning.

In this study we consider the operation of the vessel on the local freight market. You can specify different signs of allocating markets of this kind. Such, for example, as the type of cargo, directions and modes of transportation, the size of the ship's lot, determining the deadweight group of ships, types of vessels as well as the temporal and spatial parameters. For a combination of these factors or for a group of factors,

sometimes even one factor, it is possible to allocate local markets.

This article discusses the issues of optimizing the process of vessel repair, which would allow shipping companies to be in good standing in appropriate local freight markets, to maintain their competitive advantages and getting the maximum possible profit by securing their certain cargo base and constant clientele, which is especially important for promising markets, where positions have to be kept in the conditions of tough competition.

Taking into account that the choice of the repair base and the dates of the factory repair are elements of the fleet work plan, a mechanism for the integrated application of optimization models is proposed, when at the medium-term planning level the task of optimizing the fleet's work is to maximize the ratio of results to costs and the degree of the company's presence in the relevant local market; at the current level – the task of placing ships at the repair locations by the criterion of minimum costs, and at the operational level – the task of optimizing the duration of the ship repair on the relevant repair base.