

# APPLICATION OF INTERNATIONAL EXPERIENCE IN ASSESSMENT OF MARKET POSITIONS OF THE ENTERPRISE AND BUSINESS DEVELOPMENT OPPORTUNITIES

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The current state of the economy characterized by slower growth and reduced activity of strategic enterprises. As a result, a crisis has increased the number of factors that significantly affected the economic development of the country. Instability law, economics, political sphere of the state led to a significant slowdown of the dynamics of foreign economic activity of national enterprises. However, government policy on foreign economy is still set to stimulate export activity of economic entities priority sectors of the national production.

The aim of this article is the formation of information and analytical tools of international business activity.

We can highlight economic appeal of criteria for release on the international market, that the international attractiveness of the

enterprise should include the following key elements:

- 1) competitiveness or demand on the international market;
- 2) investment attraction;
- 3) reliable partners.

In modern conditions of increased competition and requirements for manufacturers, an important advantage is the possession of knowledge for rapid adaptation to the international market. The main criteria for which is assessed as a reliable partner is the competitive nature of competitive advantage, the width value chain, control of international distribution, the development of production processes, the level of marketing, willingness to delegate authority. These indicators are the main criteria on which the first company estimated that comes with its products on the international market.