

COMPREHENSIVE EVALUATION OF COMPETITIVENESS OF SAUSAGE PRODUCTS OF MEAT PROCESSING ENTERPRISES

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The article offers a comprehensive evaluation of competitiveness of sausage products of meat processing enterprises on the basis of determination of the integrated index. It is allowed comparing samples-analogs and taking into account the main characteristics of such products. The stages of competitiveness evaluation of products of meat processing enterprises are separately defined.

The analysis of the functioning of Ukrainian meat processing industry in modern conditions notes that its development is influenced by two groups of factors. Group of inside factors is associated with changes in household incomes. Group of outside factors depends on changes in world prices for imported raw materials.

Based on the market analysis of study products, it is revealed that the market of the Kharkiv region's sausage products offers mainly local producers.

The major competitors in the industry are Kharkiv meat packing plant and Saltovsky

meat packing plant. Rarely deliveries are made by other companies; imported products are also present in the regional market.

This paper has considered the competitiveness evaluation on the example of sausage products of Bezlyudivskyy meat packing plant with artificial casing. Cooked sausage "Molochnaya" was compared with similar products produced.

The competitiveness indicator of being evaluated sample (sausage "Molochnaya" of Bezlyudivskyy meat packing plant) has a high value. And it is close to the base sample, but only by 22% is behind it. However, the competitiveness indicator of the evaluated sample is less than the rate of its main competitor (the sausage "Molochnaya", Saltovsky meat packing plant).

As a further step in research, developing directions of increase of the competitiveness of sausage products of Bezlyudivskyy meat packing plant on the basis of the comprehensive estimation and monitoring are determined.