

COMPETITIVENESS AND COMPETITIVE ADVANTAGES OF JSC “VETROPACK GOSTOMEL GLASS FACTORY”

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Until now, there is no single comprehensive approach to the definition of competitiveness. Therefore, a consideration of basic theoretical issues of competitiveness, competitive advantage and improving the scientific approach to assessing competitiveness in a changing environment require further development.

Using methods based on the theory of effective competition, competitiveness rated JSC “Vetropack Gostomel Glass Factory” and its competitors in the market of glass. This complex technique allows the most extensively analysis of all aspects of business enterprises, such as financial status, production, marketing and product quality.

Using SWOT-analysis highlighted the advantages and disadvantages of the Vet-

ropack Gostomel Glass Factory JSC. To improve the enterprise, in this analysis the hidden opportunities that will improve efficiency are given. Also threats that may affect the activity in the plant are noted.

Applied three methods of assessing the level of intensity of competition in the glass market, among which was an interesting method based on the Herfindahl-Hirschman index. To analyze the competition, representatives of foreign competitors in the Ukrainian market, such as JSC “Consumers-Sklo-Zorya” and PJSC “Bio Med Sklo”, are taken. Having made a calculation, it is concluded that the glass market is not concentrated, i.e. not monopolized.