

FACTOR ANALYSIS OF UKRAINE DAIRY INDUSTRY COMPETITIVE ADVANTAGE

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It is proved that the formation of the strategic competitive advantages is the most important factor in achieving stability of the enterprise's competitive position in market. The aim of the article is to study the set of factors that provide competitive advantages of the dairy industry enterprises of Ukraine, allowing the company to occupy a competitive position over a long period. By analyzing, systematizing and summarizing the research of many scientists, the differences in the approaches to defining the categories of "competitive advantages of the enterprise" are considered, the differences between the definitions of "competitive advantage provision factors" and "sources of competitive advantage formation" are identified. The urgency of the formation of a strategic competitive advantage for enterprises of the dairy industry is proved. It is determined that the consistency of the mission, goals and activities of the enterprise, by awareness of the current situation, achievement of consistency between the internal capabilities of the enterprise and the requirements of the market environment provide the formation of the enterprise competences. Their effective usage allows the enterprise to achieve success and strengthen its competitive position. One of the critical success factors of the dairy businesses, the economic characteristics of the dairy products consumer cost and an important competitive advantage

is the price. Value for money is a systemic feature of enterprise competitiveness as a whole. The products quality improvement for the dairy enterprise is an important factor in ensuring competitive advantage in domestic and foreign markets. Milk products quality is determined by the degree these goods meet the requirements of standards and meet consumer needs in accordance with the purpose of dairy products. It is determined that in order to improve the dairy products quality it is necessary to use high-quality primary raw materials which is the main problem in Ukraine. The main factors constraining the ongoing development of the dairy industry is directly linked to the reduction of the resource base and its low quality, delivered for processing. It is proved that expansion to new dairy markets requires compliance with the requirements of international standards, technical standards and the dairy products production regulations, processes innovation, the development of internal enterprise resources and the effective management of intellectual capital through the formation of the company key competences.

Prospects for further research in this area will be the development of a methodological approach for the enterprise competitiveness estimation, which would take into account the variety of factors and sources of competitive advantages formation of the dairy industry enterprises.