

DIVERSIFICATION AS A DIRECTION OF DEVELOPMENT AND STRENGTHENING COMPETITIVE ADVANTAGES OF A TRADE ENTERPRISE

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The article analyses main indices of retail trade in Ukraine and Zaporizhzhia region; it is determined that for the last years there is a decrease in a retail volume and in a number of retail objects. It is noted that the development of retail trade is a complex and dynamic process, which is taking place under the influence of various factors: economic, political, social. One of the ways of providing competitive advantages of a retail enterprise if its activity diversification. The economic essence of a concept of "diversification" is considered and definitions of the trade enterprise activity diversification are proposed. Its positive role in ensuring development and competitiveness of entities of

entrepreneurial activity in the field of trade are determined. The main lines of the entrepreneurial trade structures activity diversification are determined. Considered motives, which cause making a managerial decision on the diversification of the trade enterprise activity, main strategies of diversification and determined criteria of choice and application of a diversification strategy. It is noted that the diversification of activity, on the one hand, leads to the decrease in risks, increases competitive advantages and ensures development of the trade enterprise, but, on the other, the diversification's realization has new potential risks, which can impact on a general economic efficiency of the trade enterprise.