

DETERMINATION OF COMPETITIVE ADVANTAGES OF THE ENTERPRISE IN THE MARKET OF DAIRY PRODUCTS

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The article talks about the competitive advantages of an enterprise in the market of dairy products. In modern conditions, any company for efficient operation and assessing its prospects for the future must assess the level of competitiveness. If a company has information about their competitive position, it is able to determine the direction of current strengths and develop a strategy adequate to the realities of today's market processes.

There is conducted an analysis of the situation and environment of the enterprise "ANR HRUP" in the market using the methods of SWOT-analysis, PEST-analysis, and SPACE-analysis. PEST-analysis shows that there is now a trend of the dairy sector, particularly by upgrading equipment, improving the quality of dairy products and produce new products. ANR HRUP has a very strong position in the dairy market and creates a positive image among consumers due to ecological compatibility and high-quality products.

But the company has certain disadvantages: insufficient wide range of products, low financial position and significant costs for storage in a warehouse. SPACE-analysis identified the strengths and weaknesses of the company on the following parameters: financial condition; competitiveness; attractiveness of the sector; stable environment. The analysis showed that the most acceptable for ANR HRUP is a conservative strategy. Strategic decisions for competitive advantage in the market of dairy products are offered by these techniques.

A strategy of development of a new product or innovation strategy is proposed according to the results of the evaluation using the Ansoff matrix. The company "ANR HRUP" has been developing a unique product – a cold coffee drink under the brand name "Ekofood". Prospects for further research is to apply methods of the theory system constraints and bottlenecks method to determine the optimal development strategy.