

FORMATION OF THE STRATEGY OF STRENGTHENING COMPETITIVE POSITIONS OF MACHINE-BUILDING ENTERPRISES OF KHARKIV REGION

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In the conditions of dynamic changes observed in the modern economic system, a great attention is paid to the strategy of strengthening the competitive positions of enterprises. Taking into account the growing international competition and increasing the requirements of consumers for the quality of products, a special place in the system of strengthening the competitive position is taken by the development and implementation of a competitive strategy that will allow a company to achieve long-term results in its industry.

To form a strong position of the enterprise in the domestic and foreign markets, it is necessary to monitor the competitive environment in order to identify and predict situations that affect the competitive position of the enterprise in a timely manner. The solution of these problems lies in the possibilities of constructing effective development strategies and justifying a clear and efficient mechanism for creating sustainable competitive advantages for the enterprises of the machine-building industry of the Kharkov region.

The purpose of the article is to develop methodological approaches to assessing competitiveness and ensuring sustainable competitive positions of domestic enter-

prises in the machine-building industry in Ukraine and the Kharkov region.

Approaches to the formation of mechanisms to increase the competitiveness of enterprises are determined. The specifics and features of ensuring stable competitive positions of enterprises of the machine-building branch of the Kharkov region are revealed. A mechanism for the formation of a competitive strategy is developed, the implementation of which will allow enterprises to occupy and retain stable competitive positions in the early term. The specifics of the formation of competition policy are substantiated and the conceptual provisions for strengthening the competitive position of machine-building enterprises of the Kharkov region are determined.

The theoretical positions are substantiated and the conceptual approach to the choice of the strategy of strengthening the competitive position of machine-building enterprises of the Kharkov region is implemented. The mechanism of forming the enterprise's competitive strategy in the early prospect is developed.

The obtained research results are the basis for solving practical problems in determining the level of competitive advantages of machine-building enterprises in Ukraine and the Kharkov region.