

## **MARKETING MEANS TO ENHANCE THE COMPETITIVENESS OF ENTERPRISES OF LIGHT INDUSTRY**

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In the article the questions of increase of competitiveness of light industry enterprises marketing means, the algorithm of client-oriented sales policy, and the benefits and shortcomings of using crowdsourcing in enterprises of light industry in Vinnytsia region.

The changes, which are taking place in Ukraine, the complex processes of reforming economic relations and the development of market conditions call for new principles and methods of management of enterprises. In a market economy can function only viable enterprises, which flexibly manipulate and use the new mechanisms of management.

Enterprise marketing orientation show a high level of development of adaptation and competitive advantages than companies with low levels of marketing implementation. It also established that marketing orientation identified consumer focus competitive advantages and implementing adaptation activities of the enterprises and its high level of development is also associated with higher rates of economic activity.

The most important factors in improving the competitiveness of enterprises are: the acceleration of scientific and technological

progress, improving the technical level of production and develop products, innovation policy; economic restructuring, its focus on the production of desired consumer goods, the development of diversification. The experience of developed countries, and a recent study of academic economists clearly indicate that particularly noteworthy marketing methods to improve the competitiveness of enterprises, which enable them to fully meet the needs of consumers in the market.

Competitiveness is a complex multidimensional concept that defines the ability of products manufactured by the company to take and maintain a position in the competitive market in comparison with other similar products. The main factors ensuring the competitiveness of products of light industry enterprises can be considered: the image of the enterprise, the quality and level of compliance with international standards, market share, capacity production, scientific research base, production costs, pricing, terms of payment and supply, the development of systems of marketing and logistics, the stability of the financial-economic situation and the like.

The products are the most competitive on the market, which are attractive to the consumer, quality and value of properties, which also, in a broad proposal, it is best to ensure the satisfaction of consumers. Qualitative indicators of competitiveness characterize the properties of the product due to which it satisfies a specific user need. Qualitative indicators usually include a classification and performance indicators. Indicators characterize the products belonging to a certain classification group and determine its terms of consumption. Performance indicators to quantitatively characterize the proper-

ties that constitute the quality of the product. They are used to normalize the quality requirements and comparison of different samples of products related to a particular class, the classification indicators. Regarding the economic indicators of competitiveness, they characterize the total costs of the consumer for the satisfaction of his needs through this product. They consist of costs to purchase and costs related to the consumption of these products, which reflects the overall price of consumption. This is especially important for the enterprises of light industry.