

## **SPECIFIC ASPECTS OF COMPETITIVENESS OF ENTERPRISE INCREASING**

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Researching the issues of competitiveness is relevant for the country's economy as a whole, as well as for individual enterprises, especially in the context of the country's integration into the global economy.

The modern economy defines certain requirements for increasing the competitiveness of the enterprise, namely: operational response to changing economic situations in order to maintain a stable financial state and a continuous improvement of the organization's activities depending on the changes of the market situation.

Competitiveness is one of the central categories of modern economic science, which is associated with the success of functioning of the subjects of competitive relations, the efficiency and stability of the market mechanism development as a whole.

Enterprises pay considerable attention to their strengths and weaknesses to assess the real opportunities for competition and the development of competitiveness measures, and, in the future, to ensure financial success. In the process of marketing research to assess the competitiveness of the enterprise a number of numerical indicators are used that indicate the stability of the enterprise, the ability to produce goods that are in demand on the market, etc. and provides the enterprises with stable, final results.

It should be noted that achievement of sustainable competitiveness of the enterprise is provided, as a rule, not at the expense of the advantage in one of its determinants, but because of the priority in several factors of competitiveness. This, on one hand, allows to offset the disadvantages of other determinants of competitiveness and, on the other hand, to reduce the dependence on market conditions of competitiveness factors. In addition, researchers agree that increasing the competitiveness of the enterprise can not be achieved only once, in a short term perspective [3].

The main ways of solving the problems associated with increasing the competitiveness of the enterprise are:

- thorough market research, consumer demand and competitor analysis;
- developed advertising policy and logistics;
- issue of high-quality products that meet state and international standards and creation of new products and services;
- comprehensive cost reduction by upgrading equipment;

- improvement the quality of management;
- improvement of the organization of innovation activities;
- introduction of new information technologies;
- introduction of new financial and accounting technologies;
- analysis of resource volume of each product in stages of its life cycle and introduction of resource-saving technologies;
- increasing the organizational and technical level of production;

The main areas for increasing competitiveness are: management of innovations and technologies; production process; use of information; human resources management; changes management etc. [4]

A steady increase in the competitiveness of the enterprise can be ensured only in case of long-term, continuous and steady improvement of all determinants of competitiveness.

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