

IN ENTERPRISES COMPETITIVENESS IN EVALUATION APPROACHES

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Abstract: Enterprises competitiveness in providing approaches important become networks features opportunities and from the effectiveness come out mother this approaches asoos as they get .

Key words: Factorial approach , work method , complicated methods .

Competitiveness polygon build method , as well as matrix of methods main advantage - evaluation of the results accuracy . Received the landfill analysis to do being studied farm driver subject competitive position fast assessment , enterprise competitiveness main factors determination and there is competitive advantages save stay and company of activity less successful directions to develop aimed at targeted measures working exit opportunity gives . competitors . Enterprise competitiveness level quantitative to evaluate opportunity giving mathematician the apparatus seeing outgoing to the method integration taken of the results practical importance noticeable at the level increases . The method main disadvantage farm driver subject competitiveness analysis to do in the process too much outside subjectivity brought releasing enterprise of activity being studied features dotted expert from the evaluations wide use to be need .

Factor li approach

1. Product methods . This methods of the group authors of the enterprise market of relations other participants with successful to compete to take ability his/her of the product competitiveness with since it is determined come comes out .

Products competitiveness evaluation main criterion product price and quality ratio is to find . This with together , the product competitiveness with determined of the enterprise competitiveness indicator calculation for authors of factors composition and used mathematician in the apparatus difference doer assessment from models They use . Most general in the form of , product method within the company competitiveness indicator enterprise by working issued every one product of the type competitiveness weighty indicators average arithmetic value as is determined .

Previously this of the work author enterprise competitiveness and product competitiveness categories fundamental contradictions between and the differences showing past was That's it attitude with , also , high competitive products working releasing enterprises working release process ineffective organization to be because of how to losses exposed to be and own activity to reduce forced to be about many examples into account received without , purposeful to the goal achieve for product from the methods use wrong looks like . farm driver subject competitiveness level assessment .

The enterprise competitiveness assessment in the process of the product competitiveness indicators with related not been many factors into account to take necessity , for example , of the enterprise main powers done increase efficiency , innovation and working of release working release ability . , management and marketing quality , consider outgoing category assessment for fundamentally different from methods of use to the goal compatibility determines , sees exit next to study dedicated .

2. Performance methods . This methods group effective competition theory main principles is based on , on according to farm driver subject competitiveness level of the

enterprise separately divisions activity organization to grow efficiency level with is determined . With this together , enterprise of services every one of efficiency straight away limited of resources fertility and individual functional of operations to the efficiency depends .

Researchers the company all main powers - work release process organization from reaching pull , current assets management effective system formation , marketing activities , enterprise innovative and technological to develop As a result , the economy driver subject competitiveness enterprise economic of activity separately directions efficiency descriptive quantitative indicators package based on is evaluated . The enterprise competitiveness in evaluation different methods authors by into account removable indicators both the quantity and the content of the composition in terms of noticeable at the level difference does .

Product in methods happened like , farm driver subject integral indicator of competitiveness often average arithmetic from the formula used without is calculated (formula 1.2). With this together , company divisions individual operations by to perform for partially efficiency coefficients , studied of the enterprise work indicators similar indicators with comparison way with taken .

3. Complex methods . This of methods to oneself typical feature farm driver subject competitiveness his/her current (achieved) competitiveness and competitive potential (promising) indicators every one-sided analysis to do based on is an assessment .

Many researchers , including I. Belousov , N. Drobitko of the enterprise current competitiveness his/her They consider it as competitiveness . products and product methods authors by offer made models using evaluation done Increase the organization 's competitive potential often of the enterprise different resources (production) production , marketing, finance , personnel , management) use efficiency product to the methods similar in a way assessment through is determined .

Many complicated in methods , as well as factorial approach within separated standing other in methods enterprise integral indicator of competitiveness average arithmetic from the formula used without is considered .

Complex of methods to most compared to P. Zabelin , V. Krivorotov and by D. Voronov working issued techniques separated Economists the company current competitiveness farm driver subject by working issued of products competitiveness point of view from the point of view seeing from the exit they run away . So by P. Zabelin current competitiveness of the enterprise short within the period known not below the level profitability provision V. Krivorotov explains that the ability and D. Voronovs current competitiveness source of the enterprise operational They believe that the company 's efficiency income and general expenses ratio descriptive , as well as current in the period of the enterprise profitability his/her competitiveness main criterion as seeing exit

The enterprise far term in the period competitive advantages save stay or increase ability reflection provider potential competitiveness P. Zabelin by farm driver subject current and optimal potential expert by determined indicators ratio as considered . V. Krivorotov and D. Voronov in Potential competitiveness indicator as of the enterprise strategic location coefficient continue arriving innovative of processes efficiency and the company market in the share changes dynamics (first author in the model), the market share into account received without determined . enterprise by occupation made (second expert in the model).

This highlight three author's the company current and potential competitiveness evaluation meaningful structural to the part relatively fundamentally different point of view theory to researchers product and operational as a result of " cutting " methods taken other complicated to methods typical was from shortcomings escape opportunity gives . , to that according to them weak sides unites . With this together , record done methods , in particular , the enterprise competitiveness indicator calculation in the process expert grades exception doer V. Krivorotov and D. Voronov methods , first of all , every one-sided and every one-sided , secondly , enough promising are tools .

Used literature

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