

STUDY OF COMPETITIVE ADVANTAGES OF INDUSTRIAL ENTERPRISES

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Research essence of the concept of "competition", "competitiveness" and "competitive advantage" in scientific works of different authors reveals that the fact that there is no unity of researchers in defining these concepts. Based on the review of existing traktovok term "competitive advantage" is proposed to interpret this concept as an advantage over competitors in the creation, production, marketing and consumption of enterprise, which enable it to realize its real or potential economic interests with more efficiency than its competitors. The proposed definition is different from the existing two fundamental points: it takes into account not only current but also potential of companies that can be implemented under certain conditions. Search and practical realization of these assumptions is urgent to enterprises in upgrading their competitiveness; proposed concept significantly expands the scope of the formation and operation of competitive advantage. The analysis reveals that that competitive advantage is closely associated with the competition. They arise in the place where emerging and growing competition. The more broad acquires competition on the Ukrainian market, the more important for business success is the competitive advantage of market actors. Their features and processes of formation is fundamental to ensuring competitiveness.

In our opinion, the hierarchy creating competitive advantage and competitiveness in the manufacture of machinery is systemic. Feature systematic approach to creating competitive advantages is that within acceptable limits control system is studied as a single object body based on internal connections between the individual elements and external relations with other systems and facilities. In a systems approach, in our view, it is appropriate to allocate a hierarchical structure formation of competitive advantage and competitiveness in which competitive advantage element, which is higher in the tree row, necessarily based on competitive advantage and competitive element that is below it.

The study of existing methods and approaches to creating competitive advantages industry has proven that most seems promising approach to building competitive advantage based on industry benchmarking, which is not widely used in practice, production and business activities of the market. The author developed and proved a conceptual diagram algorithm of market advantages of industrial enterprises and their products on the basis of benchmarking.

The analysis of the current state and prospects of domestic engineering shows that the formation and increasing the competitiveness of companies in this sector plays a significant role in the structure of Ukraine's competitiveness. However, a significant depreciation of fixed assets, incomplete capacity utilization, the prevalence in the structure of imports of machinery technical product that was used, as well as products designed for the needs of consumers, low demand for Ukrainian machinery on the international market - key factors inhibit the development of competitive products engineering Ukraine.