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THE ANALYSIS OF THE COMPETITIVENESS OF THE INVESTMENT PROJECT «YOUR HOUSE»

The economic progress based on increasing in efficiency of organizations. Major and qualitative indicator of the performance of organizations in the market conditions is level of competitiveness. Question of evaluation the competitiveness of the organization, sooner or later faces the every organization working in a competitive market.

Competitiveness assessment of apartment complex "Your house" is carried out to determine the current and potential competitors, forecasting probable tactics and strategies of competitors and determine their strengths and weaknesses. The analysis of the firm's competitors gives an opportunity to understand why competitors do so and not otherwise, and to develop its own strategy.

The main problem is often not the quality of products or services, the main problem is the inability to identify and apply in the competition competitive advantages that are normally available to the stable working companies. Apartment complex "Your house" needs to develop a universal approach to the planning of the company, depending on the market situation. This approach should take into account the possible moves of competitors not only in the short interval of time, but in the future, at least for a period of 3-5 years.

After analyzing the market turned that potential buyers of apartments in the complex, "Your house" are the people with average income (the total monthly household income after tax 1,000 - \$ 3,000). Generally, people aged between 25 and 55-60 years, salaried professionals, middle managers, owners of small businesses. Marketing analysis shows that the choice of the middle class consumers of housing have the following characteristics: the cost of one square meter, the location of housing, size of the apartment, the presence of a minimum infrastructure, technology of buildings construction, the state apartments for delivery, convenient payment plans.

Major competitors in the market for the company "SK" are CJSC "Prioritet", "CJSC "Trest Dniprodorbud ", "Dniprobudkontrakt"corp, "MSK" corp.

Apartment complex "Your house" has some advantages, these advantages are location near the river and close to the centre, beautiful architecture, interesting design solutions, clean guarded entrances, landscaped area. The cost of apartments is in the same price range as the apartments of competitors in this category, but the proximity to the city center and the location of the complex on the bank of the river, make it attractive to invest in this housing. Also a big plus is that the apartments will be realized in 2013, in contrast to competitors who will finished their projects only in 2014.

Based on the above mentioned data, apartment complex "Your house" has a number of advantages over its competitors and satisfies consumer needs, therefore becoming attractive for potential buyers. It would be rational to go on the housing market of the middle class with a separate proposal for the location of housing. The strategy suggests the presence of several different segments of the market (economy, business, elite).