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## **COMPETITION AND COMPETITIVENESS INCREASE IN COMPANY EXAMPLE STATE ENTERPRISE "SCIENTIFIC- PRODUCTION ASSOCIATION PAVLOGRAD CHEMICAL PLANT"**

Ensuring production of high quality and competitive products in the world are considered as the important issue of the national economy, which depends on the pace of industrial development and its national prestige.

In a market economy a major factor in commercial success of the company with any ownership competitiveness of its products, that is how it is better to produce similar competing businesses.

Urgency of the theme is that today the analysis of marketing strategies, marketing activities, economic performance is an important factor in improving the competitiveness of business and its commercial products. At the same time, the period of significant economic risks in a competitive environment not anticipated the economic changes the company may get into a crisis situation. So important task of analysis is timely, accurate assessment of economic enterprise, its place in the market.

Object of research - State Enterprise NPO "PHZ". The aim of thesis is to analyze competitive properties of concrete. And more specifically: to present the results of the mechanism of competitiveness of products to evaluate the competitiveness of goods in comparison with similar products, find the narrow space in the department and propose measures to address them, offer solutions to some problems in improving the competitiveness of products in SE NPO "PHZ"

To achieve the goal to solve the following tasks:

define the concept of competitiveness and the factors affecting its status, show the main approaches to assessing the competitiveness of products, consider the notion of the competitiveness of products;

explore methods for evaluating the competitiveness of products;

to assess the competitiveness of enterprise "NPO" PHZ;

give a characteristic enterprise,

indicate the prospects for the quality; detect flaws that stop competitiveness;

issue recommendations to improve the competitiveness of enterprise "NPO" PHZ.

Detailed study and analysis of the pricing policies of competitors allowed to form a package of proposals on the structure and value of schemes of mutual settlements for each partner individually, with the right pricing policy could significantly increase sales. Systematic analysis of suppliers and purchases of major raw materials at favorable terms and at the lowest price could not affect the increase in sales and increase market share. By identifying the needs of consumers wider range of production and increase supply.

At enterprises of being marketing policy. But the company is no general database storing information. Specialists in areas with insufficient communication with the departments of industry. Proposed by introducing the business enterprise program "NWO" PHZ "adapted for the specific task of marketing, which conducts research in a specific market of explosives can significantly improve the performance department. Through organizing, the possibility to observe changes in the market at large and intermediate markets each day, the program provides a quick search of any information from the marketing department. Significantly reduces processing, marketing frees time for other marketing tasks.