

## THE USE OF COMPETITIVE ADVANTAGES

*Key words: competitor, competition, competitive advantage, competitive analysis*

Highlight a competitive advantage is not so easy, because the word "advantage" implies that they should be obviously expressed in comparison with competitors. But what if "exactly this" excellence hard to highlight?

Besides, a competitive advantage has a temporary feature, tomorrow, a competitor, who has been long on the market or a new competitor, will improve its technology, expand production, improve service, thus able to rapidly increase sales.

On purpose to identify and analyze the competitive advantages of the industrial market town Dnepr Company "Stalmontazh-plus", which provides services for deposition of polymer and powder coatings on ready products, a study was conducted, during which method the primary collection of information, surveys of already existing clients of the company, have been identified such competitive advantages.

Table 1

Price	79%
Quality	81%
Guarantee	69%
Deadlines	88%
Technology	49%

The majority of respondents in the first place put the deadlines, and only then the quality, price, guarantee, etc.

After recieved the data, to determine the competitive position of the company "Stalmontazh-plus" was carried Profile of competitors. It allows schematically to see the position of the company compared to competitors. What are the benefits and what to pay attention.



Fig. 1

Thus we see, in comparison with competitors, the company "Stalmonth-plus" has an advantage in deadlines of performance and guarantee. It is worth paying attention to the price. Based on the strengths and weaknesses, it is advisable to use the strategy of the leader by reducing costs. With this strategy, the company offering its services can achieve a significantly lower cost price than other companies. Thereby, the company can carry out price competition with obtaining a larger income.

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## **THE MANAGEMENT OF RESOURCES ON MARKETING OPPORTUNITIES FIRMS**

*Key words: management, marketing environment*

The information on segmentation of the target market allows the company to reveal marketing possibilities. The information is necessary for accurate definition of competitive advantages of the company and its strategic positioning. At last, the information on a strategic position of the company in the market is required for construction of effective business strategy on the basis of competitive advantages.

Firm possibility will successfully compete in the market to be defined by two key factors. First, it is ability of the company to reveal and consider further action of competitive forces and their dynamics. Secondly, firm possibilities to mobilize and operate the resources necessary for realization of chosen competitive strategy. A key element in the above described process is search of relevant sources of the information and efficient control them.

That the firm could reach the purposes, timely access to the objective information is necessary for it, helping to make strategic and tactical decisions. Thus the analysis of the business information creates a basis for formation and preservation of competitive advantages. The data two criteria is the cores at an estimation of available sources of the information and prospects of application of this or that kind of the analysis.

The information from external sources arrives in the organization at the analysis of environment and the target market. She allows to estimate the influence rendered on firm commercial (competitors), forces political, social, economic and regulating (state). In parallel with it in firm streams of the information influencing formation of competitive advantages circulate.

They arise from the analysis of costs and functional profit, and also from the analysis of technological possibilities of the organization. The information, concerning process of formation of competitive advantages, allows to receive an objective picture of relative competitive position of the organization in the market. At last, three information streams set forth above influence formation of private