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**Methods of competitive recovery**

It is impossible to achieve a durable success under market conditions unless:

- effective business development strategy is planned;
- information about company prospects, opportunities and competitiveness, the status of the target market is constantly analyzed.

Competitiveness is a relative characteristic describing the difference between a company and its competitors in a particular field of production. A company is highly competitive if it meets the quality standards at competitive prices and consumers are ready to buy this company product again and again.

Economic agents should strive to improve their competitiveness by using specific competitive practices. These methods can be classified as non-price, price, unfair and fair. The main tool of price methods is product value. It is a struggle for the reduction of production costs by the use of scientific and technical innovations, improving workplace management, increasing productivity, etc. According to the forms and purposes of competition, monopolistically high, monopolistically low, dumping, and discriminatory types of prices can be set. Non-price competition is aimed at creating the preconditions that will improve sales. So, in this case, a firm primarily cares about meeting consumer demands while developing strategy and tactics of its market behavior. Unfair competition deals with the violation of current legislation, ethical, professional, moral norms and rules of conduct in order to achieve improper advantages in competition.

Therefore, promotion of competitiveness is connected with the improvement of development, production, sale and maintenance of products. The efforts should be directed at achieving such goals as improving the quality, reduction of production costs, improving the operational efficiency of the equipment, marketing development.

Porter's theory of competitive advantage considers two main sources of advantage: marketing and costs. Advantages in marketing are advantages in products and services that better meet consumer demands than competitor's products. Advantage in costs appears due to lower production and marketing costs which allow the company to reduce the price or use the savings on advertising and distribution.

So, to be competitive an enterprise should: 1) ensure its product higher quality at lower price in targeted market segments; 2) raise its competitive potential to the level of the manufacturers in the industry ( this indicator determines the company successful in the future). A company must also consider such internal factors as financial conditions of the enterprise, effectiveness of marketing strategy, return on sales, company image (brand capital), and management efficiency.

To sum up, if a business efficiently uses its production, research and development, labor potential, and financial capacity, its effective disposal of goods and services will be an integrative indicator of company viability.