

EVALUATION OF COMMERCIAL POTENTIAL COMPETITIVE EDGE ENGINEERING ENTERPRISES

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Integral component of the mechanism of market competition is economy. This economic struggle, the rivalry between separate manufacturers of products and services on satisfaction of their interests related to the sale of this product vykonanyh works, provision of services to the same customers. The main task and the main function of competition - victory in market, consumers win fight for their competitors, to ensure obtaining sustainable profits [18, p. 108].

The competition has both negative and positive features. Small manufacturers are replaced capital, the first swing open, others are enriched, enhanced social, population stratification, exacerbated unemployment. Competition drives the market economy. In terms of competition the one who creates high-quality products at the lowest cost of production through the use of science and technology, advanced work organization.

Classical economics has long been proven that successful enterprise can exist and develop only in the event that its product has a competitive advantage. Create competitive advantage is intended to strategic management. Offered to consider three strategies to assess the commercial potential competitive advantage.

The first strategy - an assessment of leadership in price. With this strategy the focus of the company in the development and production of the product is cost. The main sources create price advantages are: efficient conduct of business on the basis of experience; economies of scale by reducing unit costs while increasing the volume of production; savings on diversity as a result of lower costs due to the synergistic effect that occurs when the production of various products; optimization of intra connections, contributing to reduced overhead costs; integration of distribution networks and supply chains; optimization of the company over time.

Differentiation is the second strategy, assessment of competitive advantages. With this strategy the company aims to add a product something distinctive, unusual, that can please the buyer and the buyer is willing to pay. Differentiation strategy is aimed at to make the product not what its competitors are doing. To achieve this, the company has to go beyond the functional properties of the product. Firms do not have to use differentiation to obtain price increments. Differentiation can help expand sales volume by increasing the number of products sold or by stabilizing consumption regardless of fluctuations in market demand.

The third strategy evaluation which the company can use to create in their product competitive advantage is to focus on the specific interests of consumers. In this case, the firm provides its products for specific customers. Concentrated product creation due to the fact that satisfied some unusual or need a group of people (in this case, the product of a very specialized) or creates a specific system of access to the product (system sale and delivery of the product). Through a concentrated strategy creation and evaluation of competitive advantage, a firm may use both a price involving buyers and differentiation.