

104

- 3,31.

40%

0,1% (

- 0,3%,

- 36%).

10,1%,

70-80%.

« »
« »

Developing export assortment policy it is crucial to consider specific character of the industry and peculiarity of the foreign market. Key factors that influence firm export assortment policy in the confectionary industry were described.

(2007 - 3,9%; 2008 - 3,6%).

4.

[2].

[3].

The purpose of determination of investments was put in this work, as an instrument of increase of konkurentnosposobnosti of the Ukrainian enterprises, which was attained. In the process of research the primary purposes of innovative activity, under reaching which an enterprise will promote the konkurentnosposobnost' considerably, were exposed.

[1]