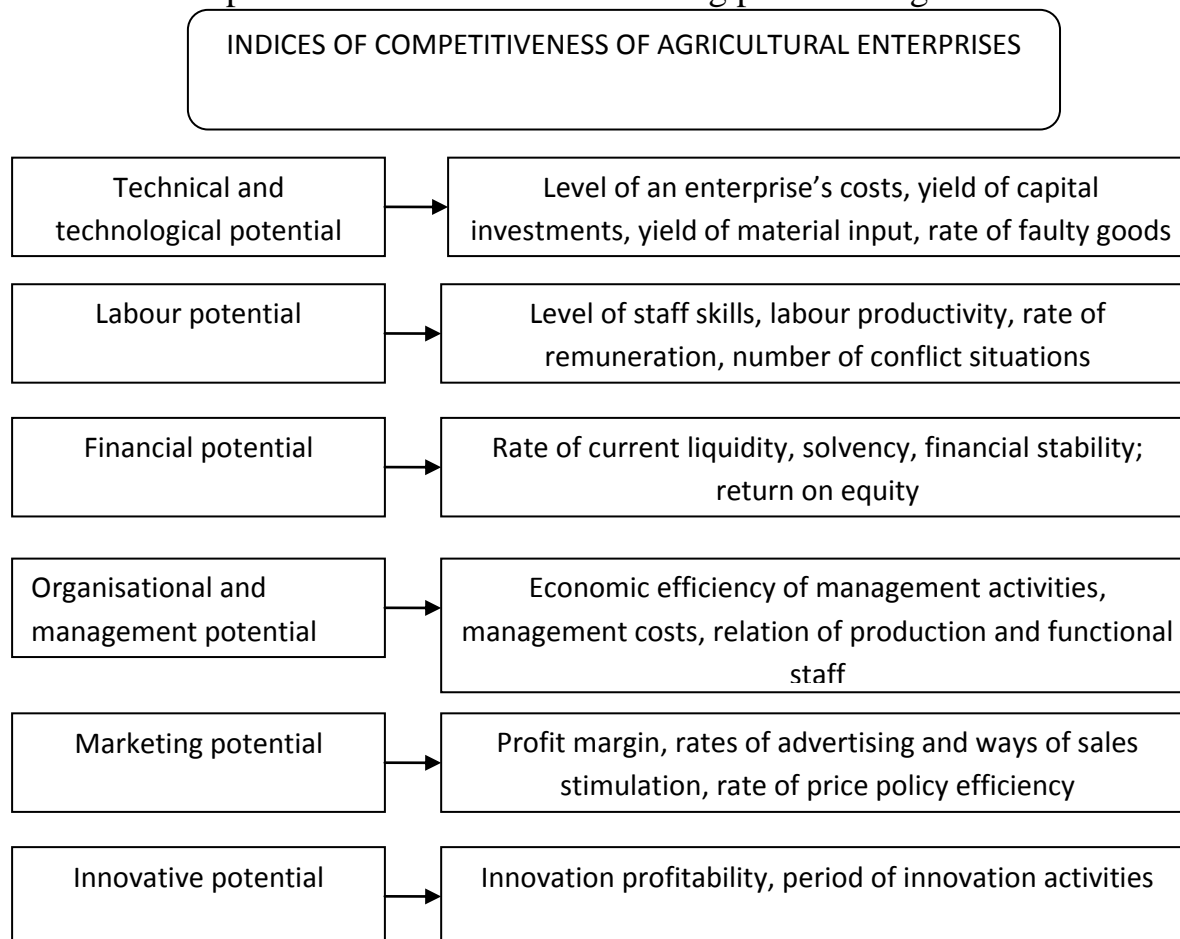


**СЕКЦІЯ 16. СУЧАСНІ ТЕХНОЛОГІЇ В ЕКОНОМІЦІ ТА  
МЕНЕДЖМЕНТІ**  
**THE ESTIMATION OF COMPETITIVENESS OF AN ENTERPRISE**  
**Cherep A.V.**

*Zaporizhzhya National University*

The estimation of competitiveness of an enterprise is made by comparing the parameters of an enterprise under analysis with the parameters of the comparison base. The comparison base can be the following parameters given in Picture 1.



Picture 1 – Indices of competitiveness of agricultural enterprises

The initial stage of an enterprise's competitiveness management is setting the research purpose. Thus, the aggregate of qualitative and worth characteristics of an enterprise, promotes creation of this enterprise's competitive advantage over rival enterprises in satisfying a customer's specified needs, permits to estimate its competitiveness in terms of quantity. In the theoretical and methodical approaches of competitiveness management the fact is not reflected that competitiveness of enterprises can be estimated from two positions: from the point of view of the customer and from the point of view of the rival producer. Thus the customer's position reflects the present, instant current competitiveness. The producer is interested in long-term position of an enterprise determined by prospective, potential competitiveness which depends on a management methodology.

**List of the sources used:**

1. Сіваченко І.Ю. Управління міжнародною конкурентоспроможністю підприємства : навч. посіб. / І.Ю. Сіваченко. – К. : ЦУЛ, 2005. – 186 с.