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COMPANY COMPETITIVENESS

Abstract. The article is concerned with the theory that the companies run in competitive environment within the market economy conditions what is a market immanent feature ensuring quality product output in buyer's demand. Besides, the article considers substantial differences between a company and its category of product competitiveness. As such, in his work the author emphasizes the essential features of competitive capacity of enterprises. Given recommendations on reaching up the competitiveness. The conclusion is drawn that keeping up with other companies is provided by all elements of marketing that an enterprise possess. The production and effective sale of competitive goods is the summarizing indicator of enterprise viability.

Keywords: level of competition, market economy, competitiveness of a company, ensuring competitiveness, competitive product.

Introduction

Within the market economy conditions enterprises, by ensuring a release of products of required quality for buyer, work in competitive environment which is a market immanent feature. It is necessary to study and analyze a competitive environment systematically and expertly for ensuring the effective performance of a company focused on output of products of an applicable quality and competitive advantage for a buyer.

Generally, the competitiveness is acting at every step of reproduction process and presents a tool. Substantially, the competitiveness happens during production. On the other production levels such as distribution, exchange and consumption the competitiveness of production driving factors and of products and services is carried out.

The competitiveness is carried out both between producers and between producers and consumers. Each element of the competition is connected with a division of labor, with correspondent specialization of existing special professional groups on the certain elements. It is possible with full certainty states that participants of the reproduction process are participants of a competitive struggle because the competition appears in all its levels.

Every enterprise that forms, develops and functions in the market for the goods production or services rendering strives for achieving the main objective it's a profit maximization. At the same time, this objective can be achieved while observing certain parameters: supporting of personnel, accounting of production capacities, marketing research, development of the management system, knowledge of an enterprise economic characteristics, etc.

Also, it is impossible to make stable business progress in a market economy if you do not plan for its effective development, do not constantly accumulate information about your own prospects and opportunities, about the state of target markets, about the position of competitors and their competitiveness.

The highly competitive of a company is determined by satisfaction and readiness of customers to buy products of such a company for a second time, by absence of claims to an enterprise on the part of society, shareholders, partners, prestige employment with a company.

Competitive advantage of a company being a comprehensive concern, includes not only qualitative and price parameters of industrial products but depends on management level of financial flows developed system, investment and innovation components of its activity. Besides, market condition developing on

this or that market, degree of competition experienced by an enterprise from other market participants, technological infrastructure, extent of innovation adoption, motivation and qualification of personnel and financial capability, all these influence the competitiveness [1].

Methods

Totally, the competitive capacity of enterprises defines possibilities and progress of its adoption to market competition conditions. As immediately interconnected the categories of product and company competitiveness have substantial differences.

On the first hand, competitive advantage of a firm in its structure, as a concept, is significantly more complicated than product competitiveness as the object of its application is all productive-economic company's business.

On the second hand, the product competitiveness is assessed and investigated in a time interval corresponding to the product life cycle, and a period of time equal to the period of the company's operation corresponds to the company's competitiveness observations.

In the third place, the product competitiveness is considered in respect to each its aspect while the competitive advantage of a company covers all line of goods output.

In the fourth place, the level estimate of competitive advantage of a firm is carried out by itself and the estimate of product competitiveness is carried out by a customer.

As a result, to be a competitive company means to provide, comparable with world level, the consumer, qualitative and price properties of goods or services regardless of for what market they are aimed at: domestic or foreign.

Competitiveness is a complex multi-level concept, the evaluation and analysis of which must be linked to the type and geographical scale of the competitive field. Therefore, the analysis and formation of a system of indicators and factors characterizing the competitiveness of an industrial enterprise in a high-tech industry is reasonably to begin with research on competitive processes at meso and macro levels.

To ensure the competitiveness of an business enterprise the importance of macroeconomic factors is determined by the reason that at this level the prerequisites are created for the prosperous activities of enterprises and the conditions of life of the entire economic system of the country are determined by developing and implementing economic development of effective strategies, as well as adequate monetary, fiscal industrial, foreign economic and social policy.

Promotion of product competitiveness in the market is based on balance of quality, service and price. Of course, the reason of success or fail there can be an influence of other factors. The competitiveness is founded on the level of design and production that's why it locally comes under influence of marketing during sailing activity.

The assurance of the competitiveness is the main sphere the decision of which is connected with the development of design, production, sale and technical maintenance of goods that is with carrying-out of purposeful activity on setting, forming and supporting the required level of competitiveness at all stages of product life cycle.

As a rule, the efforts are directed towards achieving the following objectives:

- quality improvement;
- reduction of production costs;
- increase of profitability and efficiency after sales equipment;
- stimulating marketing efforts.

The constituent elements of competitiveness are multifactorial characteristics which are considered as independent management objects.

The experience of developed countries in marketing relations attests to the fact that the theoretical and practical concepts of the management-developing of an enterprise competitiveness with the purpose of its increasing within the conditions of increasing market competition is a marketing. The most important marketing function at the enterprise is to determine the impact of the market environment on the effectiveness of its functioning in the conditions of market relations.

In modern conditions of development of market relations the production of competitive products is not a universal tool in the struggle for the competitiveness of enterprises. Competitiveness is an important market category. That being said, the competitiveness of the company can be represented in the following form (Figure 1) [2].

Saving or increasing of sales volumes, market share while maintaining or increasing revenues and capital. Examples of a company's competitive advantage are:

- new technologies;
- production factors;
- marketing factors;
- new or changed consumer requests;
- management factor.

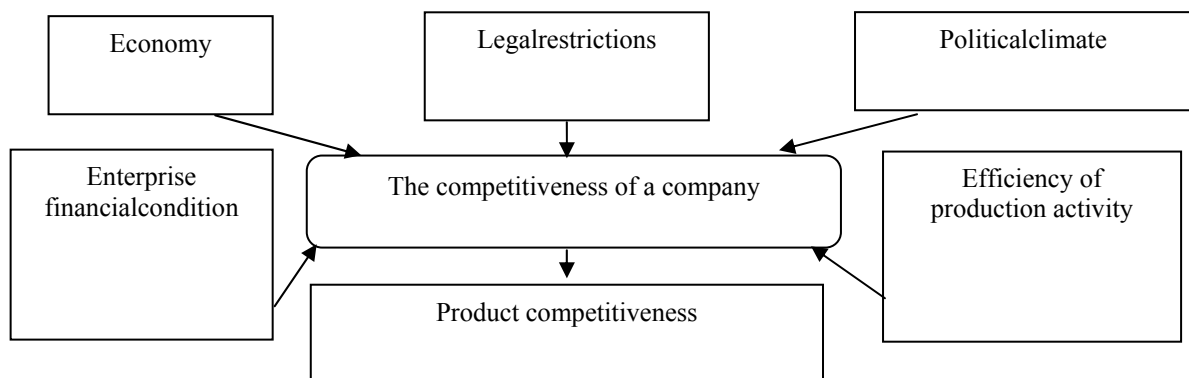
Competitiveness is influenced by external and internal factors. The competitiveness appears at all stages of the movement of goods: production, sale, operation.

Company's index of competitiveness:

- Sales volume, for example, income
- Added value
- Profit and capitalization.

Therefore, the competitiveness of an enterprise is determined by the following factors:

1. The quality of products and services;
2. The presence of an effective marketing strategy and sales;
3. The level of qualification of personnel and management;
4. Technological level of production;
5. The tax environment in which the company operates;
6. Availability of funding sources



Picture 1 - The competitiveness of a compan[3]

Moreover, the competitiveness of a company depends on several factors [3]:

- market capacity (the number of annual sales);
- ease of access to the market;
- type of goods produced;
- market homogeneity;
- the level of customer service;
- innovation;
- competitive position of enterprises already operating in this market;
- the possibility of technical innovations in the industry.

To achieve competitiveness of an enterprise, it is necessary:

1) to ensure the products competitiveness in the target market segments. Under the competitiveness of the goods means the product characteristic on the basis of which this product is superior at a certain point in time in quality and price characteristics the analogues in a particular market segment without affecting to the manufacturer;

2) to raise the potential of competitiveness of an enterprise and consequently its divisions to the level of world manufacturers in the industry. This indicator characterizes the possibility of successful work of an enterprise in the future.

To ensure competitiveness, an enterprise must have a certain assortment of internal competitive advantages, a quantitative assessment of factors can be represented as follows:

- product competitiveness,
- financial standing of a company,
- marketing performance
- return on sales,
- goodwill (brand equity),
- management effectiveness[5,6].

Conclusion

In conclusion, for your information that the competitiveness of an enterprise is the possibility of an effective economic activity and its practical profitable sales in competitive market conditions. Keeping up with other companies the competitiveness at a high level is ensured by all components of the marketing methods available to an enterprise. Production and effective implementation of competitive goods and services is a summarizing indicator of the viability of an enterprise, its ability to use its production, scientific, technical, labor, and financial potential effectively.

С.Н.Абиева, Л. К. Маткаримова

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Аннотация. Мақалада нарықтық экономика жағдайында компания, тұтынушы талап ететін сапалы өнімдерін шығаруды қамтамасыз ете отырып, нарықтың ажырамас ерекшелігі болып табылатын бәсекелестік ортада әрекет ететіндігі қарастырылады. Сонымен қатар, мақалада компанияның және тауардың бәсекеге қабілеттілігі категорияларының өзара тығыз байланысына қатысты, елеулі айырмашылықтары айтылады. Сонымен қатар, автор өз жұмысында кәсіпорынның бәсекеге қабілеттілігінің негізгі белгілерін айқындайды. Бәсекеге қабілеттілікке жету бойынша ұсыныстар берілген. Бәсекеге қабілеттілікті қолдау компанияда бар маркетингтік құралдардың барлық компоненттерімен қамтамасыз етілгендігі туралы қорытынды жасалған. Бәсекеге қабілетті тауарларды өндіру және тиімді жүзеге асыру кәсіпорынның өміршеңдік көрсеткіші болып табылады.

Түйін сөздер: бәсекелестік деңгейі, факторлар, нарықтық экономика, компанияның бәсекеге қабілеттілігі, бәсекеге қабілеттілігін қамтамасыз ету, бәсекеге қабілетті тауарлар.

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КОНКУРЕНТОСПОСОБНОСТЬ КОМПАНИИ

Аннотация. В статье рассматривается, что в условиях рыночной экономики компания действуют в конкурентной среде, что является неотъемлемой чертой рынка, обеспечивающего выпуск качественной продукции, востребованной потребителем.

Кроме того, в статье рассматриваются существенные различия между компанией и ее категорией конкурентоспособности товара. Также автор в своей работе выделяет основные признаки конкурентоспособности предприятия. Даны рекомендации по достижению конкурентоспособности. Сделан вывод о том, что поддержание конкурентоспособности обеспечивается всеми компонентами имеющихся у предприятия маркетинговых средств. Производство и эффективная реализация конкурентоспособных товаров являются обобщающим показателем жизнестойкости предприятия.

Ключевые слова: уровень конкуренции, рыночная экономика, конкурентоспособность компания, обеспечение конкурентоспособности, конкурентоспособный товар.

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