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COMPETITIVENESS OF AN INERPRISE: THEORETICAL AND METODICAL APPROACH

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Abstract
The article discusses the theoretical and methodological basis for improving the enterprise competitiveness including the state of economic thought on this issue. Analyzing the main factors that determine the competitiveness of the enterprise, as well as the dependence of the competitiveness of the competitive advantages, supported by the definition of copyright. The most effective in the opinion of the authors of the methodology and indicators of competitiveness of the enterprise system evaluation are mentioned.
Keywords: competitive advantages, market share, competitive factors, methods of competitive evaluation.

Against the background of international openness of developed countries, the ensuing globalization of economic relations, the variability of the environment actualized questions, knitted with the increase of the enterprise to bring to the fore the question of the conduct of competition and competitiveness. The foregoing trends, determining economy development direction, contribute to the growth of the researches and businessmen interest in the essence of competition study, competitiveness and their mechanisms of action, as well as, approaches to analysis of this categories. It should be stressed that until recently rivalry was such a category, insufficiently developed in Russian Federation [1].

The competitiveness history took place on 1985 in USA where 'The Political Competitiveness Council' and 'The Competition Commission' were set up. This was followed by other countries. For instance, European union had a necessity to become the most competitive country based on economic development as well as gradual economic growth by dint of providing a lot of employer's supply and a high degree of social cohesion [2].

In the course of marketing studies, the enterprise competitiveness is determined by produce demand existence and its market share: the lager market share is, the higher company's competitiveness will be [3]. I. U. Zukaeva and L.R. Ilyasova represented competitiveness definition (tabl.1). It should be specially noted that market share can be consider as an index of competitiveness more than a competitiveness as a hole. Therefore, the means of achieving an appropriate level of competitiveness's index as well as nature of investigated phenomenon are not included in general definition.

Significantly different position adhere to the researchers such as E.V. Minko, M.L. Krichevsky, M. Ehrich, and Jn. Heil and European Management Forum (tabl. 1), who give much attention to binding the enterprise competitiveness with product competitiveness. That is to say, opportunities of analyzing company to produce and distribute particular kind of commodity that would have external and internal (qualities) discrepancy from other products so that to make more profit. We inclined to say, that foregoing link limits the notion's sphere of influence. The point is that range of products can not remain the same in case of market economy, consequently enterprise life cycle is much more longer than the product life cycle. Thus, while calculating competitiveness at a seitan time period, marketers have to take into account that product adaptation facilities depending on the market's needs are one of the major factor of producing high competitiveness for the enterprise. In addition, we must contemplate an appropriate product selection process without taking into consideration plenty of different characteristics such as brand name, social orientation and loyalty policy.

Table 1. The definitions of "competitive enterprise" category

Author	Definition	Major point
I.U. Zulkarneva L.R. Ilyasova	An enterprise capability to have a particular market share of goods and to increase / reduce it	Market share
Minko E. V. Krichevsky M.L.	The aggregate of consumer properties necessary and sufficient for the implementation of comparable prices in specific period of time [4]	Product competitiveness
Ehrlich M. Hain Jn.	Country / firm opportunity to sell their products [5]	Opportunity to sell goods
Adaeva. T.Y.	Enterprise capability to provide competitive products, steadiness and opportunity to adapt to the gradual economic changes	Adaptation and steadiness
Zabelin P.V.	Enterprise capability to make return on invested capital not lower than the costs (in short term) [6]	Profitability
European Management Forum	Actual and potential ability of companies, as well as available to them for this opportunity to design, produce and market products that are on the price and non-price characteristics of the complex more attractive to the consumer than competitor products	Product competitiveness
Ershova A.V.	The ability of the company to produce the best-selling products with efficient use of of industrial, human and financial potentials [7]	Efficient resources use
Porter M.	The property is the subject of market relations act on the market on a par with present there competing subjects of market relations.	Capability to rival
Filisova T.G. Bukov V.A.	An ability to rival in market of goods and services [8]	Capability to rival

Ershova E.B. and Zabelin P.B. mentioned the approach of defining the enterprise competitiveness that would express specific connection between the efficiency of resources use and the development rapidity of company that has direct dependency and lead to general competitiveness amelioration.

Questions about the ability to adapt to the changing economic situation due to the ability to compete on the market, that is to act on a par with other sector of the issuer at any time.

These definitions reflect different views of economists, in one way or another give an indication of the competitiveness of the economic entity in various aspects. In our view, competitiveness is the specific enterprise characteristic that is a prerequisite for a successful implementation of particular methods leading to meeting the market requirements by providing efficient produces that would satisfy both the consumers (soar demand) and enterprise (increase profit).

The competitiveness of enterprises is considered on two sides: as the company's potentiality and as an advantage in comparison with other issuers. It is needed to identify strengths, which play the role of locomotive and will boost enterprise development, i.e. competitive advantages, which, in turn, have a relative dynamic [9] and provides the best opportunity to overcome the effects of competition, to attract customers and maintain their commitment to the goods of the enterprise and to increase the competitiveness [10].

An emerging market including competitive advantages as a competitiveness criteria do not allow it to be permanent, because at a particular period of time they may be surpassed by competitors. The only factor that always exists for any enterprise, - innovations in all areas.

Frequently, competitive enterprise is described by internal and external production factors. AA . Thompson and AJ Strickland [11] offered while determining competitiveness to consider the following factors: the quality and characteristics of the product, reputation, production facilities, innovative features, the use of technology, distribution network and distribution capabilities, financial resources, costs compared to competitors, service customers.

So, we can not say that these factors fully determine the competitive company, as it will not function without a competitive employees [12].

Another approach which was created by American scientist, economist and manager, David Krevens, is based on funct 1. Outside factors direct from the external environment within the enterprise;

2. Internal - go inside the enterprise (meeting the needs of consumers);

3. Bilateral factors (include both views)

External processes direct the factors, functioning in the internal and bilateral environment, but, like in the foregoing method, the personnel are not taken into account.

In competitive advantages contemplated by Porter [13] staff also is not taken into account. These include the following factors: ownership of the enterprise to a particular industry, using the competitive strategies, value chain of production (cost picture, potential sources of differentiation).

Without a doubt, Porter's benefits are fundamental for companies competing in the same industry, as the use of competitive strategy and value creation of products can help in improving competitiveness and getting ahead by offering on the market radically different from the other issuers products. Despite that, belonging to a particular sector can not became a competitive advantage, since the acceleration of development, tougher competition, ie there are new firms longing to take a lucrative niche in the economy. M. Porter allocated a model, that includes only two types of competitive advantages [14]:

1. Low costs, that are not just smaller amount of production costs than competitors have, but the company's ability to develop, produce and sell goods more efficiently and profitably;

2. Specialization as a type of competitive advantage is not focused on the production and marketing of one product, but on the contrary, on meeting specific needs of clients in the differentiation production. Thus, It is provided a higher price for a product produced than for goods - substitutes offered by competitors, since the unusual and narrowly focused goods.

For instance, Michael Porter highlighted the basic concepts that are commonly used in determining the enterprise's competitiveness: the ability to compete, to adapt to a changing environment, efficient use of available resources and, as a result, to produce competitive products. Therefore, he led us to the fact of the unbreakable link between competitive advantage and competitiveness in general, as well as to consider the feasibility of all the above factors in identifying the level of competitiveness of the enterprise - a relative indicator reflecting the characteristics of the enterprise ability to withstand the competitive onslaught on the market in a certain period of time. It is established vary from country studies (sociological, political and economic factors) and competitive businesses (occupied niche market - branch of scale, organizational structure, etc.).

Figures, directly characterizing the results of its operations play the most important role in the analysis of the internal environment of the enterprise. These include [15]: product quality, breadth of range, unit cost; prices of manufactured products, profit margins, the level of profitability, the availability of equity capital, liquidity of assets, creditworthiness and solvency, capacity utilization, human resources, the average wage, etc.

Calculate the above figures, an analysis of financial statements and other documents of the nomenclature can be used, such as charter, audit analysis, as well as by means of SWOT - analysis, which allows to identify the strengths and weaknesses of the enterprise, and develop strategies and tactics work in the future market.

Thus, we can recommend a system of indicators to assess the competitiveness of the enterprise, presented in Table 2 [16].

Undoubtedly, it should be taken into account that these figures applied in pure form, without analysis of the situation at the company and the industry is not feasible since the individuality of each analyzing company, so an effective method of developing strategies to assess the competitiveness of individual enterprise is a combination of several strategies to create a rational amalgamation of techniques. It is impossible to achieve complete superiority over other companies in the occupied sector, as the economy is not stable, managers need to enlist the professional experts who will be able to prioritize enterprise (goals, objectives of production and economic activity), to devise a unique strategy, to analyze the potential internal and external risks, also reorganize as necessary to match the production of products all the time changing market trends.

Table 2 - The system of indicators to assess the competitiveness of the enterprise

Competitiveness sides	Indicators	Accounting methods
Marketing sphere		
Product	Presales preparation index	PP = PsC / PdC where PC - the amount on presale costs; PdC - the sum of production costs (acquisition) of the product and its sales organization
	Sales changes index	SC = Se / Sb where Se - sales at the end of the reporting period; Sb - sales at the beginning of the reporting period
	Profitability	Pr = Sales Profit/Cost of production
Pricing Policy	Price level index	PL = (Cgmax-Cgmin) / 2Pgf where Cgmax - maximum price of goods on the market; Cgmin - the lowest price of the goods on the market; Pgf - the price of goods, established by firm
Financial sphere		
Liquidity and Solvency	Absolute liquidity index	AL = Cash / Short-term liabilities
	Critical liquidity index	CrL = Liquid assets / Short-term liabilities
	Current liquidity index	CL= Working capital / Short-term liabilities
Financial stability	Autonomy index	Au= Equity / The value of all assets
	Maneuverability index	Км= Working capital / Equity
Management		
Enterprise	Рентабельность производства	Rпр=ПБ / Ф+О, где Ф – основные средства; О – оборотные сресства
Labor	Productivity	P= Q / IP, where Q - volume of output; IP - number of industrial personnel
Market share	Market share index	Msh = SP / Ts, where the SP - sales of enterprise products; Ts - the total volume of sales of the product on the market
Costs	Costs of 1 rub. products	Cp= Cost price / Revenue

Thus, having considered different approaches in determining the authors competitiveness from different countries, we have come to the conclusion that the competitiveness is one of the most important indicators of industrial and economic activity of the enterprise. Incorporating concepts such as competitive advantage, product quality, profitability and efficiency, purchasing demand, economic benefits, this concept significantly increases the number of managers influence the position of the company. Realizing the full, how to keep the company afloat and make it profitable, marketers, financiers, economists and managers, worked out using our scorecard, analyze and prevent risks and to stabilize the situation in time.

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