

# Factors of influence on competitiveness of the enterprise

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## Abstract

The essence and importance of enterprise competitiveness are considered. The factors influencing the competitiveness of the enterprise are investigated and systematized.

*Keywords:* economy, enterprise, organization, competitiveness, factors influencing competitiveness, efficiency.

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## 1 Introduction

In a highly competitive environment, for Ukrainian enterprises face the problem of the uncertainty of the results of the implementation of their own competitive strategies, due to the influence of a combination of external factors. The most important are: strategic and tactical actions of existing and potential competitors, suppliers, consumers, partners; government economic policy; changes in the scientific, technical and political-legal environment and the like. Adverse effects of any of these factors may worsen the competitive position of the enterprise [1]. The competitiveness of the company can be defined as the ability to achieve their own goals in the face of competition. It follows that the assessment of the competitiveness of an enterprise may be a "balance of power" between a particular company and its main rivals in the market.

The purpose of writing abstracts is to consider the concept of enterprise competitiveness, to study the factors affecting enterprise competitiveness and their systematization.

## 2 Main part

Competitiveness is a complex characteristic, and therefore it is the result of the activities of all departments of the enterprise in all areas of production and its maintenance [2]. In order to conduct effective economic activity, one should carefully monitor changes in the external and internal environment, be able to anticipate them and their consequences, which may affect the competitiveness of the enterprise.

There are a number of factors to which attention should be paid, the main of them: - economic - can be detailed as: -

financial; - marketing; - political; - management; - personnel; - technological; - innovative. All factors are important, it is difficult to single out the main ones, and political, managerial and innovative have the greatest influence. The state of its economy also depends on the political situation in the country, therefore it follows from this that economic factors are somewhat dependent on political ones. But also the components of economic factors, financial factors that influence politics: only having a stable financial position, the state can develop itself and domestic producers. intertwined with each other and political with innovative factors. Technological and innovative factors are closely related. Both of them are components of scientific and technological progress. These factors complement each other and are equally important for the development of the enterprise, achieving and maintaining the proper competitive position.

## 3 Conclusions

Based on the above, it can be concluded that a number of factors affect the competitiveness of an enterprise. It is important to understand that, with proper management, each factor can contribute to the formation of additional competitive advantages; therefore, it is necessary to identify factors in time, analyze their influence and possible consequences.

In order to ensure efficient business activities for an enterprise, it is necessary to take into account its specifics and industry specifics. Taking into account that these factors can create competitive advantages for the enterprise or vice versa destroy them, it is necessary to develop approaches to managing each competitive factor.

## References

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