

## **ANALYSIS OF THE COMPETITIVENESS AND ENTERPRISE PRODUCTION QUALITY**

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**Keywords:** competitiveness level, production quality, enterprise production policy, enterprise industrial policy.

The author considers the ways of analyzing the level of product competitiveness that make it possible to give the grounds for enterprise product policy of the enterprise while forming its industrial program.

The assessment of the competitiveness of its own products is necessary for the manufacturer, because it allows him to identify correctly his position in the market and amend into his production program, taking out the products which have a low level of competitiveness. It allows essentially to improve the financial position and guarantee (secure) the attainment of long-term interests in this commodity market. That is why the assessment of the competitiveness of the main elements of the production program is a necessary condition of its formation.

For the implementation of management analysis of the competitiveness we need to consider five elements: quality, price, advertising, marketing channels and implementation service, which equally can ensure the success of the enterprise market. The level of competitiveness is determined by the interrelated system of quantitative, qualitative and cost indicators, which characterize the process of production, promotion and consumption of products of the enterprise.

There are three main elements of competitiveness for products: consumer options or the quality of the product, the price of consumption and business activity in the market, which includes advertising and customer service.

To summarize the quality of the products we should result the individual components of quality into a single indicator with the use of special factors, which are constructed within the individual parameters of products and, in general, so that their sum was 1.

To complete the assessment of the competition level we should evaluate the position of the company according to two important elements of competitive struggle: the effective-

ness of bringing products to the consumer and the consumption cost.

It is rational to assess the quality of product promotion to the consumer with the help of indicial method, comparing the company's costs for advertising, marketing network and their efficiency, and also the presence in the implementation of additional services to customers. This index can be both bigger than 1, when the company's efforts to promote their products to consumer are higher than the efforts of leading competitor, and less than 1, when these efforts are insufficient.

The summarizing assessment of the effectiveness of consumption according to the current methods of assessing the competitiveness can be given by a weighted price index for all the work, connected with the effective consumption of products. Here an asymmetric system should be applied in which the emphasis is given from primary cost to the secondary one.

Single assessment of competitiveness level of production can be obtained by combining all three ratings into a single model. In the process of combining we should proceed from the fact that the increase in the values of the first two evaluations characterizes an increase in the level of products competitiveness.

The analysis of the competitiveness level conducted due to these parameters allows the company to justify trade policy during the formation of its production program.

The results of the analysis must optimize the sales strategy of the company, which guarantees rapid return of funds, invested in the production, and thereby maintain a proper level of its solvency and competitiveness.

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\* Olga A. Bochkareva, PhD in Economics, associate Professor of Russian State University of Trade and Economics (Saratov branch). E-mail: oxboch@gmail.com.