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COMPETITIVENESS OF THE PRODUCTS AS A CATEGORY OF MODERN DEVELOPMENT OF UKRAINE

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The article considers the issues of competitiveness of Ukrainian products. The impact factors on the competitive advantages have been shown. The strategic imperatives in creating a comprehensive approach to competitiveness have been outlined. Studying of competitiveness determines the need of elaboration of effective, easy to use tools and methods that allow the enterprise to assess the level of competitiveness of their products on the market with the maximum degree of objectivity. The analysis of rates of the level of product competitiveness is a base of the differentiation of supply and creation of the unique set of interrelated competitive advantages attractive for consumers in the target segment. Above this, an enterprise is able to plan the improvement processes for product range more effective on the base of the specific results of research. The purpose of the article is the investigation of competitiveness of Ukrainian products on the world market under modern conditions. In the product competition policy it necessary to take into account, above all, functional purpose, reliability, durability, ease of use, aesthetic appearance, and other characteristics, i.e. the ability of the product to meet the customer needs better than products-competitors. The main condition of the market surviving is creation of product customer value that would includes all set of product features. When creating the product, manufacturer applies different strategies. Widespread competition under the influence of the international division of labour and scientific and technological progress pushes manufacturers to intensify the search for new competitive products and new markets. In solving the problem of increasing the competitiveness of products, every year the problem of selection and development of new markets is becoming increasingly important. In this regard, it is very important for the further development of the product competitiveness to try to enter it with a new market, if domestically its competitiveness has fallen sharply.

Keywords: product competitiveness, markets, international division of labour, competitiveness, competition policy, strategy.

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Introduction

Successful functioning of organization depends, above all, on the level of competitiveness of offered to customers products. This is a reason to recognize the necessity of collaboration of methodology of assessment and management of product competitiveness based on the close relationship of generally accepted laws of economics and management, psychology and sociology, statistics and

probability theory, etc.

Product competitiveness is a decisive factor in commercial success on the competitive market. This is a complex definition that means product accordance to the market conditions and specific requirements of consumers not only by qualitative, technical, economical and aesthetic characteristics but also by commercial and other conditions of product sale (price, delivery times, sale channels,

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service, and advertisement). Moreover, the level of consumer costs during operation is the main component of the product competitiveness.

Studying of competitiveness determines the need of elaboration of effective, easy to use tools and methods that allow the enterprise to assess the level of competitiveness of their products on the market with the maximum degree of objectivity. The analysis of rates of the level of product competitiveness is a base of the differentiation of supply and creation of the unique set of interrelated competitive advantages attractive for consumers in the target segment. Above this, an enterprise is able to plan the improvement processes for product range more effective on the base of the specific results of research.

This determines a relevance of the research topic, directly devoted to the studying of methodical apparatus that dedicated to solving the problems of assessment and analysis of the competitiveness of industrial products, as well as to the elaboration of measures to increase the competitiveness of products.

The purpose of the article

The purpose of the article is the investigation of competitiveness of Ukrainian products on the world market under modern conditions.

Analysis of the research and publications

Taking into account high topicality of this issue plenty of scientists-economists devoted their works to the research of competitiveness problems. For example, N.M. Bondar, V.Z. Bugai, V.R. Vasilieva, L.I. Gladka, O.I. Ilin, O.Ye. Kuzmin, T.M. Lytvynenko, Yu.O. Lupenko, O.G. Melnyk, M.p. Nahaba, N.I. Patyka, O.P. Romanko, V.O. Sydorenko, A.M. Tkachenko, A.V. Shegda, K.E. Shynkarenko. Although, dynamism of the economic situation and specific of the category of “product competitiveness” require of further research of this topic because, actually, the product competitiveness determines the economic state of the Ukrainian economy in the world space.

Presentation of main material

Rapid development of information technologies, acceleration of the formation of regional markets as well as increasing of interregional and

international competition change the place and role of regions in solving of most tasks from the state level to the regional level. Every region should maximally use it’s internal potential for increasing competitiveness both in Ukraine and in the world economy (Fig). Theoretical developments and practical experience indicate the need to find new approaches to the management, which will take into account the features of development of the main branches of economy of the region that are able to significantly increase it’s competitiveness [10, p. 39].

Generally, the definition of competitiveness characterizes the property of object to satisfy certain specific need in comparison with similar objects of this market. Competitiveness may be considered in relation to a variety of objects: design documentation, technology of production, separate project, separate firm (enterprise, organization), branch, region, country in general. The indexes of product competitiveness has been calculated on the Table.

Traditionally, product competitiveness is considered as a set of it’s properties that reflects the degree of satisfaction of a specific need against similar products represented on the market. It defines the ability to withstand competition in the market, i.e. to have some significant advantages over the products of other producers.

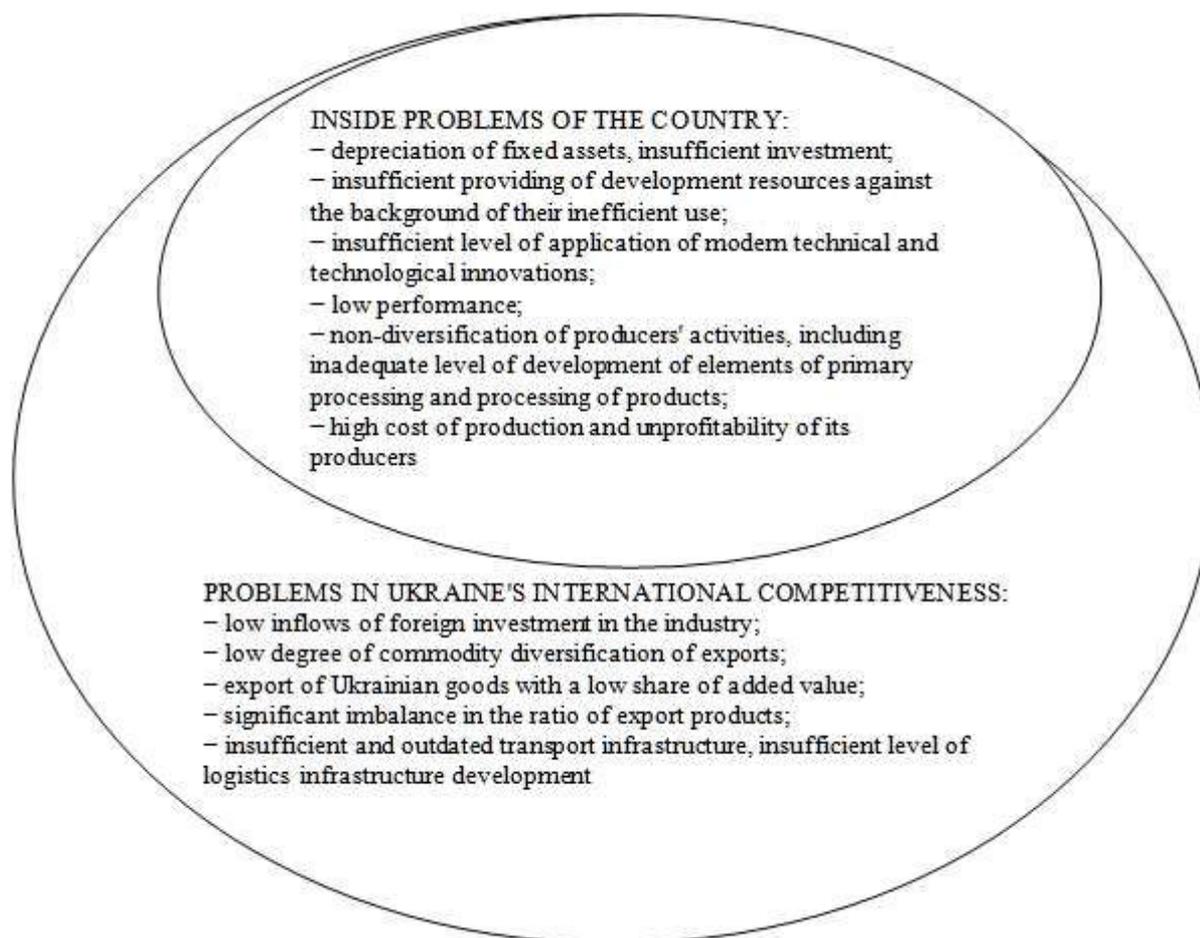
Products competitiveness is laid at the design stage. Quality and costs as the most important (determining) elements of product competitiveness are materializes in the production process. Modeling and determining of the level of product competitiveness is the necessary precondition for it’s sale (distribution) on the relevant market.

Determining the product competitiveness, the producer of the product must know the requirements of the potential buyers and the values of customers. Thus, formation of product competitiveness begins from determination of significant consumer properties (needs of customers) by which the principal opportunity for the sale of product on the relevant market is estimated. On this market the customers will constantly compare features of this product with products of competitors by the degree of satisfaction of specific needs and sales prices.

Dynamics of indexes of competitiveness of the Ukrainian products on the external market

Indexes of competitiveness	Years					
	2013	2014	2015	2016	2017	2018
Index RXA	0.507	0.503	0.522	0.546	0.549	0.550
Index RCA	-1.410	-1.540	-1.232	-1.224	-1.199	-1.184
Index RMP	0.725	0.701	0.701	0.701	0.715	0.723
Index RTA	-0.218	-0.263	-0.192	-0.190	-0.186	-0.187

Source: compounded by author on [8, p. 28; 9]



Basic problem blocks that determine features of competitiveness of Ukrainian products

Source: compounded by author on [7, p. 21]

Generally, for the determination of the product competitiveness the producer have to know:

- specific requirements of potential buyers for the offered to the market product;
- possible sizes and dynamics of demand for the product;
- calculated level of the product market price;
- expected level of competition on the market of the product;
- defining parameters of the products of the main competitors;
- the most promising markets for the product and the stages of consolidation on them;
- payback period of total costs of design, production and promotion of new product on the market.

Melnyk O.G. notes that when building the complex system of indicators including for the purpose of competitiveness assessing, it is advisable to follow such principles as: reflection of strategic objects of organization, responsibility for achievement of the values of indicators, decomposition, efficiency,

balance, information saturation, quantitative expression of indicators, coordination, validity and priority of the choice of indicators, participation, causation, systematic monitoring, structure and functional purpose, etc. [1, pp. 157-159].

If the calculation of useful effect or total cost is impossible, the competitiveness might be determined by the results of experimental checking in the specific conditions of consumption, by the results of trial sale, as well as by expert and other methods [2, p. 213].

Usually, the useful effect is calculated by a single index taken for the assessment of the competitiveness of a particular type of product (productivity, capacity, energy consumption, caloric content etc.).

The indexes (coefficients) for reducing useful effect are:

- coefficient of reduction of the machinery productivity in process of its technical and economic aging;
- indicators of deterioration of reliability and maintainability;

- indicators of level of noise, vibration and other indicators of ergonomics and environmental friendliness of the machine;

- indicator of organizational and technical level of production of consumers of the machine.

If theory of competitiveness is applied in the narrow sense to the product (service), the following conclusions will be obtained:

- product competitiveness may be determined only by comparison of its features with competitors' products or with hypothetical commodity-standard;

- more competitive product is one that provides advantages in solving consumer problems;

- competitiveness is not a constant feature of a product. Thus, firms should always improve the product for better meeting the needs of the consumer;

- competitiveness is determined by the set of indicators: price, quality, packaging (appearance), warranty service etc. None of them alone gives a complete picture of the benefits of the product.

The assessment of competitiveness is a hard task, which has two kinds of problems: the choice of basic products for the comparison and the choice of criteria of the comparison.

Only identical goods would be reasonably compared. These products must meet the same need, distribute by the same channels, oriented for the same target audience. In other case, the comparison will be incorrect.

Today, the quality-price factors are in the forefront of global competitiveness. The most important of them are: high technical level, novelty, knowledge-intensiveness of products, low costs of their production. Thus, the increasing of the effectiveness of management of the quality and costs of product, and therefore, of the management of competitiveness, are really necessary in the modern stage of economic development.

In the modern competition including all its scale, dynamism and sharpness, the winner constantly analyzes and fights for competitive positions, provides the system approach to the development of technical and organization and economic measures to achieve such parameters that would create the priority of products on the external and internal markets. For the achievement of high level of competitiveness of firm, first of all, it is necessary to apply new approaches to the competition, using of available advantages, opening of new market segments, creation of new characteristics of product or changing the processes of its production. For the saving of competitiveness, it is necessary to continue the improving the processes of production and to introduce the innovations for the purpose of expansion and strengthening of its sources by

improving the product quality, marketing and service methods.

Every product has different specific properties, which reflect its utility and meet certain human needs. The utility of products reflects their consumer value.

It is necessary to continuously and systematically provide the studying the competitiveness of product sold on the market. It allows to detect the moment of decreasing the product competitiveness and to make the optimal decision: to remove the product from production, to modernize it, to transfer to another market etc. Though, the production of new product before the existing product exhausted its capabilities is inexpedient from an economic point of view [3, P. 409].

The socio-economic significance of improving the quality and competitiveness of products is that such measures assist to the formation of effective management systems under market conditions. The socio-economic efficiency of the increasing of the level of quality and competitiveness of products is primarily in following:

- high-quality and competitiveness products always more fully and better meets the social needs;

- increasing the quality of products is a specific form of detection of the law of saving working time: the total amount of social labour costs for the manufacture and use of higher quality products, even though the achievement of this is associated with additional costs, significantly reduced;

- competitiveness products provides constantly financial stability of the firm, and obtaining the maximum possible profit;

- multifaceted impact of quality improvement and, as a consequence, product competitiveness not only on production and management efficiency, but also on the image and competitiveness of the enterprise.

There are a lot of impact factors on the level of product competitiveness and quality. There are a plenty of methods, coordinated in time and space, to achieve the required level of quality and competitiveness of goods sold on the relevant markets. By content and direction they would be combined into four interrelated groups: technical, organizational, economical, and social.

The most important methods (factors) of increasing of the product competitiveness are:

- applying the achievements of science and technique in the design process of product;

- introduction of the latest production technology and strong observance of technological discipline;

- ensuring proper technical equipment of production;
- improvement the applicable standards and specifications;
- introduction of modern forms and methods of organization of production and management;
- improvement of control methods and development of mass self-control at all stages of production;
- expansion of direct economic relations between producers and buyers (consumers);
- application of an agreed system of forecasting and planning the required level of product quality;
- establishing acceptable prices for producers and consumers for certain types of goods;
- using of effective motivation of all categories of personnel of the enterprise;
- comprehensive activation of the human factor and the implementation of personnel policy adapted to market conditions.

Market conditions provide for the active and widespread use of organizational factors to improve product quality at all enterprises. Priorities include: introduction of modern forms and methods of production organization and management, which allow the effective use of high-precision technology and advanced (defect-free) technology; improvement of technical control methods and development of mass self-control at all stages of production.

To develop and use various forms and methods of effective socio-economic influence on a number of processes of formation and production of high quality and competitive products are an urgent need. Forms and methods of economic influence on these processes are, first of all, the coordinated system of forecasting and planning of quality of production, establishment of the prices acceptable for producers and consumers for separate kinds of the goods, powerful enough motivation of work of all categories of workers of the enterprise. Forms of social influence are – comprehensive activation of the human factor, conducting an effective personnel policy, creating appropriate working and living conditions.

Strategic dynamic vision is the conceptual base of the strategic management of the enterprise competitiveness. The vision could be changed in anticipation of a change in the strategic paradigm of enterprises.

Ukraine is going on losing it's position in the global ranking of countries in terms of economic competitiveness. So, according to The Global Competitiveness Index published by World Economic Forum for 2016–2017, Ukraine occupied 85th place among 138 countries and loose six positions by year (in the previous ranking it occupied 79th position)

[5]. Therefore, the strategic management of competitiveness in the system of enterprises marketing management acquires a special value in Ukraine. This management provides handling of all management functions on the base of strategic approach for effective exploration of internal competitive potential and ensuring the long-term competitive advantages to the enterprises.

The role of strategic marketing in the system of the strategic management of competitiveness is: to track the evolution of the target market, to detect the existing or potentially attractive markets (segments) on the base of analysis of the need to satisfy, and to choose the strategies of the enterprise development for the attractive economic opportunities adapted to the resources of enterprises, as well as for effective exploration of the potential for the strategic development and profit.

Strategic marketing management of competitiveness acts as a logical integrative system of enterprise competitiveness management in the context of marketing management, strategic management and strategic marketing. Strategic marketing management of competitiveness is a set of processes and tools for developing and implementing a portfolio of competitive marketing strategies of enterprises in order to make timely changes that meet the demands of a competitive marketing environment and allow long-term competitive advantage based on strategic dynamic vision. The purpose of strategic marketing management of competitiveness is to increase the synergetic effect of current and future activities of enterprises through joint strategic marketing efforts of enterprises in a competitive market in all areas of strategic work.

The conceptual model of integrated marketing management of enterprise competitiveness is a set of interconnected and distributed by levels of enterprise management (strategic, tactical, operational) elements of marketing activities that provide long-term competitive advantage to enterprises by meeting specific needs and consumer demands, and are an organic integration process all management mechanisms to increase the competitiveness of enterprises in the long prospect.

The basis for assessing competitiveness is a study of customer needs, market requirements. In order for a product to be purchased by a particular buyer, it must meet the needs of technical parameters and financial capabilities of the consumer (consumption price of the product), while the consumer seeks to spend a minimum of money to purchase and consume goods, i.e. optimize their full costs.

The main contradiction of competitiveness can be formulated as a contradiction between the interests of producer and consumer, which is actually subject to adjustment in the implementation of market relations between consumer and producer, as a result of which the sale of this product becomes effective for both producer and consumer. The implementation of this adjustment is possible only if a number of problems caused by this contradiction are resolved. Firstly, the optimization of the price level of goods acceptable to all participants in the process of production and sale of products. Secondly, the problems of production of products that meet the latest requirements of scientific and technological progress. Thirdly, the problem of creating the infrastructure needed to meet the needs of the buyer, but which requires additional costs for the manufacturer [4, P. 108].

Conclusions

Competitive policy for the product takes into account, above all, its functional purpose, reliability, durability, ease of use, aesthetic appearance, and other characteristics, i.e. the ability of the product to meet the aggregate needs of the buyer better than competing products. Creating such a consumer value of the product, which would include the whole set of properties of the product, as well as related to it, is the most important condition for survival in the market.

When creating the product, manufacturer applies different strategies. For instance, they are:

- to achieve differences between the goods of the enterprise in the eyes of buyers from the goods of competitors;
- to choose from the planned goods one that is most attractive to all buyers, and on this basis to make a breakthrough in the market;
- to find a new use for manufactured goods;
- to withdraw timely economically inefficient goods from the sales program of enterprises;
- to find access to new markets with both old and new products;
- to modify the products according to new tastes and needs of customers;
- to develop regularly and improve the system of service of sold goods and the system of sales promotion in general.

Widespread competition under the influence of the international division of labour and scientific and technological progress pushes manufacturers to intensify the search for new competitive products and new markets.

In solving the problem of increasing the competitiveness of products, every year the problem of selection and development of new markets

becomes increasingly important. New markets can decisively change the competitiveness of goods and profitability of sales activities. In this regard, it is very important for the further development of the product competitiveness (before moving to a new one, its modification, withdrawal from production) to try to enter it with a new market, if domestically its competitiveness has fallen sharply.

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КОНКУРЕНТОСПРОМОЖНІСТЬ ПРОДУКЦІЇ ЯК КАТЕГОРІЯ СУЧАСНОГО ПОСТУПУ УКРАЇНИ

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У статті розглянуто питання конкурентоспроможності української продукції, надано фактори, які впливають на формування конкурентних переваг, окреслено стратегічні імперативи при створенні комплексного підходу до конкурентоспроможності. Вивчення конкурентоспроможності обумовлює необхідність розробки ефективних, простих у вживанні інструментів, методик, що дозволяють підприємству з максимальним ступенем об'єктивності оцінити рівень конкурентоспроможності своїх товарів на ринку. Аналіз оцінювань рівня конкурентоспроможності продукції стає підставою для диференціації пропозиції і створення унікального набору взаємозв'язаних конкурентних переваг, привабливих з погляду споживачів в рамках цільового сегменту. Крім того, підприємство здатне більш ефективно планувати процеси вдосконалення товарного ряду, спираючись на конкретні результати дослідження. Метою статті є дослідження конкурентоспроможності української продукції на світовому ринку за умов сьогодення. В конкурентній політиці щодо товару беруться до уваги, перш за все, його функціональне призначення, надійність, довговічність, зручність використання, естетичність зовнішнього вигляду та інші характеристики, тобто здатність товару задовольняти сукупні потреби покупця краще, ніж товари-конкуренти. Створення такої споживацької цінності товару, яка включала б всю сукупність властивостей даного товару, а також супутніх йому, є найважливішою умовою виживання на ринку. Виробник, створюючи конкурентоздатний товар, застосовує різні стратегії. Широке розповсюдження конкуренції під впливом міжнародного розподілу праці і науково-технічного прогресу підштовхує виробників до посиленого пошуку нових конкурентоздатних товарів і нових ринків їх збуту. В рішенні задач підвищення конкурентоспроможності продукції з кожним роком все зростаюче значення набуває проблема вибору і освоєння нових ринків збуту. Для подальшого розвитку конкурентоспроможності товару важливо спробувати вийти з ним на новий ринок, якщо на внутрішньому ринку його конкурентоспроможність різко впала.

Ключові слова: конкурентоспроможність продукції, ринки збуту, міжнародний поділ праці, конкурентоздатність, конкурентна політика, стратегія.

КОНКУРЕНТОСПОСОБНОСТЬ ПРОДУКЦИИ КАК КАТЕГОРИЯ СОВРЕМЕННОГО РАЗВИТИЯ УКРАИНЫ

Пожуева Т.А., Новик Н.В.

В статье рассмотрены вопросы конкурентоспособности украинской продукции, представлены факторы, влияющие на формирование конкурентных преимуществ, определены стратегические императивы при создании комплексного подхода к конкурентоспособности. Изучение конкурентоспособности обуславливает необходимость разработки эффективных, простых в употреблении инструментов, методик, позволяющих предприятию с максимальной степенью объективности оценить уровень конкурентоспособности своих товаров на рынке. Анализ оценок уровня конкурентоспособности продукции становится основанием для дифференциации предложения и создания уникального набора взаимосвязанных конкурентных преимуществ, привлекательных с точки зрения потребителей в рамках целевого сегмента. Кроме того, предприятие способно более эффективно планировать процессы совершенствования товарного ряда, опираясь на конкретные результаты исследования. Целью статьи является исследование конкурентоспособности украинской продукции на мировом рынке в современных условиях. В конкурентной политике относительно товара принимаются во внимание, прежде всего, его функциональное назначение, надежность, долговечность, удобство использования, эстетичность внешнего вида, и другие характеристики, то есть способность товара удовлетворять совокупные потребности покупателя лучше, чем товары-конкуренты. Создание такой потребительской ценности товара, которая включала бы всю совокупность свойства данного товара, а также сопутствующих ему, является важнейшим условием выживания на рынке. Производитель, создавая конкурентоспособный товар, применяет различные стратегии. Широкое распространение конкуренции под воздействием международного разделения труда и научно-технического прогресса подталкивает производителей к усиленному поиску новых конкурентоспособных товаров и новых рынков их сбыта. В решении задач повышения конкурентоспособности продукции с каждым годом все возрастающее значение приобретает проблема выбора и освоения новых рынков сбыта. Для дальнейшего развития конкурентоспособности товара очень важно попытаться выйти с ним на новый рынок, если на внутреннем рынке его конкурентоспособность резко упала.

Ключевые слова: конкурентоспособность продукции, рынки сбыта, международное разделение труда, конкурентоспособность, конкурентная политика, стратегия.

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The article considers the issues of competitiveness of Ukrainian products. The impact factors on the competitive advantages have been shown. The strategic imperatives in creating a comprehensive approach to competitiveness have been outlined. Studying of competitiveness determines the need of elaboration of effective, easy to use tools and methods that allow the enterprise to assess the level of competitiveness of their products on the market with the maximum degree of objectivity. The analysis of rates of the level of product competitiveness is a base of the differentiation of supply and creation of the unique set of interrelated competitive advantages attractive for consumers in the target segment. Above this, an enterprise is able to plan the improvement processes for product range more effective on the base of the specific results of research. The purpose of the article is the investigation of competitiveness of Ukrainian products on the world market under modern conditions. In the product competition policy it necessary to take into account, above all, functional purpose, reliability, durability, ease of use, aesthetic appearance, and other characteristics, i.e. the ability of the product to meet the customer needs better than products-competitors. The main condition of the market surviving is creation of product customer value that would include all set of product features. When creating the product, manufacturer applies different strategies. Widespread competition under the influence of the international division of labour and scientific and technological progress pushes manufacturers to intensify the search for new competitive products and new markets. In solving the problem of increasing the competitiveness of products, every year the problem of selection and development of new markets is becoming increasingly important. In this regard, it is very important for the further development of the product competitiveness to try to enter it with a new market, if domestically its competitiveness has fallen sharply.

Keywords: product competitiveness, markets, international division of labour, competitiveness, competition policy, strategy.

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