

## POTENTIAL COMPETITIVE ENTERPRISE

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Relevance of the chosen research topic is that many companies can not effectively use their available resources and establish a profitable activity for themselves due to the lack of high-quality, competitive products and a lack of strategic thinking. The experience of recent years has shown that not all domestic enterprises eligible to conduct effective competition. Even the availability of competitive products do not allow many of them to realize these benefits due to lack of practice using whole set of measures [1]. It should be pointed and destabilizing external factors surrounding the Ukrainian producers: an inefficient tax system, unfavorable investment climate, inadequate legislation and others. [2].

The purpose of competitive potential - discover the possibilities of the company. In focus is the question: "What special ability is firm," "In some areas it is not competent enough?".

Competitiveness potential to include virtually all areas of business: management, production, research, finance, marketing and so on. [3]. The most appropriate way to gather information about the potential of the firm is a systematic review of all of these areas. The source of quantitative indicators can serve as internal documents. Evaluation of quality characteristics can be carried out by experts [4].

Competitiveness potential of the company - a comprehensive comparative characteristics that reflect the level of aggregate indicators for assessing the prevalence of business opportunities that determine its success in the marketplace over time in relation to a set of similar parameters enterprises competing.

Competitiveness potential of the company has several features such as:

1 ) competitiveness is not inherent quality of the company ( ie its inner , natural quality). It can be discovered and appreciated only in the presence of competitors ( actual or potential ).

2) it is a relative concept , that is, it has a different level on different competitors.

3) competitive potential of the company is determined by the productivity involved in the use of production resources.

4 ) the level of competitive potential of the company depends on the competitiveness of its components (mainly products), as well as the overall competitiveness of the industry and the country.

Depending on the focus on management functions:

1 level. For businesses characteristically consider the organization of management personnel as intrinsically neutral element potential. The role of the head is reduced to the output without worrying about the problems of competitiveness and customer satisfaction.

2 level. Companies are trying to make a production capacity element "external neutral." This means that the potential of the company must fully comply with the standards set forth its main competitors.

3 level. Managers of enterprises understand their own advantages in the competitive market somewhat differently than their main rivals, and try not to adhere to manufacturing standards that have been established in the industry.

4 level. Success in the competition is not so much a function of the production as a function of management and to the quality, effectiveness, management, production. These businesses provide its leading position in the market for a long time [5].

It can be concluded that the management of competitive potential of the company - a meaningful impact on the factors and conditions that shape it. Therefore, the analysis and prediction of the impact of both positive and negative factors must realize in the original defined competitive advantages, which include the use of the new features of the market environment and micro-enterprises, and minimizing risks.