

## PECULIARITIES OF ENTERPRISE COMPETITIVENESS MANAGEMENT

In the article the essence and necessity of enterprise competitiveness management in the current context is disclosed by the synthesis of such concepts as «competitiveness», «competitive advantage» and «competitive strategies». The efficiency of enterprise competitiveness management as a specific part of enterprise management is analysed. It is revealed that the system of enterprise competitiveness management aims at formation, development and implementation of competitive advantages, as well as, at providing viability of the enterprise as an agent of economic competitiveness, because competitiveness is an extremely crucial feature of the enterprise activity in a close contest for a consumer. It is stated that the main purpose of the level of competitiveness control is to demonstrate the ability of the company to counter the competitive environment, to protect itself from competitors, to have advantages in rivalry.

The ever-increasing necessity of enterprise competitiveness management in Ukraine is caused by the complexity of market economic relations and those changes that are taking place while integrating into the world economies. For that very reason there is a need to experience searching, forming and evolving competitive advantages to increase competitiveness, which in its turn causes the design of a system for managing them.

The challenge of enhancing the level of enterprise competitiveness is due primarily to the development of the competitiveness management system the basic components of which are enterprise competitive strategies.

In general, in order to ensure the competitiveness of the enterprise in the long run, it is proposed to use a developed effective system of competitiveness management and existing competitive advantages. Enterprise competitiveness management should be aimed at neutralizing, overcoming and limiting the impact of negative, destructive environmental factors on the level of competitiveness. Forming protection against them by using positive external factors of influence is a basis for increasing and implementing the system of competitive advantages and strategies of the enterprise.

**Keywords:** competitiveness; competitive advantage; competitive strategies; competitiveness management.

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