

## WAYS TO INCREASE COMPETITIVENESS OF SMALL AND MEDIUM-SIZED ENTERPRISES OF WINEMAKING INDUSTRY

The article considers the relevance of the term "competition" study, analyzes the shortcomings of the main part of the concept existing definitions of "competitiveness of the enterprise" and proposes its alternative formulation. It was found that the competitiveness of small and medium enterprises can be defined as the ability of business structures to show flexibility, adaptability to constant changes in the environment in order to increase, decrease or maintain market share depending on the strategy of the enterprise.

The importance and significance of state support in the development of competitive small and medium enterprises is proved. Examples of state regulation of small and medium enterprises in the leading countries of the world are given. It is emphasized that small and medium enterprises are most effectively implemented in countries where a strong degree of economic liberalization is combined with high efficiency of state institutions that actively support business organizations. The main indicators of activity of small and medium enterprises and the number of small enterprises of Ukraine for the last years are analyzed. The share of small and medium enterprises in the total number of existing enterprises of Ukraine is shown. It was found that the development of small and medium business wineries is relevant for Odessa region. It is proved that in the market of viticulture and winemaking of the Odessa region it is possible to state increase of competitiveness of activity of small and average enterprises of viticultural branch.

It was found that the main difficulties in the development of small business include: lack of measures for the development of innovation; low quality of manufactured products; lack of investment; the difficulty of obtaining space for business activities in connection with high rents; difficulty of access to resources of commercial banks, insufficient development of the microfinance system, underdeveloped system of guarantees (sureties), underdeveloped self-financing mechanisms; low efficiency of branch associations and associations of entrepreneurs; lack of start-up capital and training for successful business start-ups, as well as funds for business development; insufficient professional level of training and retraining of entrepreneurs, lack of qualified specialists; low level of information support of entrepreneurship; frequent changes in the regulatory framework in the field of business; presence of administrative barriers; Insufficient marketing of territories. However, the activity of wineries depends on the state policy in this area, which does not fully use the opportunities of the firms themselves to increase visibility, increase consumer commitment and loyalty, expand markets.

**Keywords:** competition; competitiveness; competitive potential of the enterprise; small and medium-sized enterprises; state regulation; winemaking enterprises.

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