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### **THE SUBSTANTIATION OF MEASURES ON IMPROVING THE COMPETITIVENESS OF THE FURNITURE PRODUCTS**

**The purpose** of the research is to investigate the competitiveness of the furniture production in domestic market.

**The object** of the research is the furniture products of the private company “Balytskyi”.

**The subject** of the research is the diagnostics and assessment of competitiveness of the furniture products of the private company “Balytskyi”.

The research **tasks** are:

- to systematize the factors of the consumer appeals and qualities of furniture products;
- to define the classification criteria of the furniture products;
- to analyze the requirements for the furniture quality;
- to investigate the range of furniture products;
- to determinate the factors which influence the furniture market;
- to assess the competitiveness of furniture products;
- to develop recommendations and strategies for improving the competitiveness of furniture products.

**The novelty** of the scientific research is to develop the strategies for improving the competitiveness in the furniture market of Ukraine.

The competitiveness is the driving force for developing the subjects and objects of economy management and society as a whole. The competitiveness describes the development of society within the market frameworks. When the country's competitiveness is high, the standard of living is high in this country too. Ukraine is getting through tough time for the small and medium business and the issue of the survival within highly competitive environment in the domestic market has been raised. As Jack Trout describes current business situation, he says that “people don't walk, they run” [2, с. 59].

This applies to the production issues as well as sales promotion of furniture products. We all know that every person uses large quantity of furniture from the moment of birth to the end of life at home, in the institutions or during the work.

In Ukraine furniture is divided into three segments: without famous name (unknown producer), branded (every segment has a global name for many years) and VIP-products of higher category.

The furniture market in Ukraine is about to develop in the area where the effective demand remains behind the supply. The competitiveness of furniture products is implemented by Western scientists taking into account the novelty of a product and quality, the availability of the material base for the introduction of modern new technologies and dissemination of information about a product, the supply dynamism and ability to respond quickly to success on the market.

There are external factors that influence positively the enterprise operations, as a result, the furniture market is developing actively, it paves the way for expanding the spectrum of activities and increasing the return level.

Furniture is a kind of product where the consumers are quite sensitive to advertising messages. It helps the enterprise use marketing tools.

We could refer to high market competence, variability of demand, quick change in the assortment, consumer's sensitiveness to price changes in goods to the risks of external environment [1, с. 123].

Also there are weaknesses of the enterprise, thus we include organization structure which is not enough effective, low-qualified workforce, especially human resources and marketing departments.

The strengths of the enterprise consist of availability of stable links with the partner enterprise in the first place, then the effective marketing policy, a great number of constant clients, a good location and a wide range of products.

Taking into account the peculiarities of the product the competition policy involves its functionality, reliability, durability, usability, external aesthetics, packing, services, warranties, supporting documents, instructions and other characteristics, in other words the ability of a product to meet the consumer's needs better than the competitor's products.

In order to be the leader within the market it is necessary to develop constantly, invest the funds into improvement and inform the clients about company's achievements.

Creating the competitive products the manufacturer applies different strategies. The strategy development for improving the competitiveness on the Ukrainian market includes the following stages of implementing a new product: preliminary assessment, detailed business-plan, formulation of marketing behavior. There are many cases when it is required to compete with some companies, it is important not to exaggerate obstacles in order not to lose all forces (material and physical) for the competition itself and competitors. If a competence becomes perfect, it all can cause that nobody earns money and all revenue can be used in proceeding competence.

Jeff Bezos advises entrepreneurs to become customer-focused rather than competition-focused since the business may reach a deadlock.

The effective method of the research and the substantiation of measures on the competitiveness is the SWOT-analysis. The main stages are:

- determination of strengths and weaknesses of the enterprise on the most important marketing parameters (productive ideas, a product, price, distribution, promotion, clientele, personnel, business reputation, competence positions);

- identification of opportunities and threats that can be caused by the peculiarities of external environment;

- exploration of opportunities for effective activities, transformation the weaknesses on strengths, risks on opportunities [3, с. 93].

The SWOT-analysis aim is to shape the reasoned opinion about what opportunities and strengths should be used and what should be postponed, what threats should be avoided, what weaknesses should be transformed into strengths. The stress on the objective information and pragmatic approach is obvious while implementing the challenges, the spectrum is based on effort concentration, an opportunity of the further operations.

**The conclusion.** Taking into account all the above mentioned information, we can conclude that being customer-focused, developing a wide range of products, pursuing appropriate market policy, improved management, introduction of new technologies and sales online are the measures which we recommend within the strategy of improving the competitiveness that helps reinforce the enterprise position on the market and allows to defend its own interests in the severe competition environment.

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