

The implementation of modern environmentally friendly technologies may provide high agriculture efficiency, reduce production costs. These may raise the competitiveness of Ukrainian organic food on international markets.

Total area certificated arable land, which is used for production of organic food amount to 262 hectares in Ukraine. But agriculture in Ukraine is almost resource-based industry. These products demand for further processing: crops, oil-bearing crops, berries. The first steps are made in producing finished products, such as grainy and macaroni foods, some oils, jams, syrups. The main aim for producers may become production of certificated vegetables and fruits, dairy foods.

The development of organic agriculture in Ukraine will help to improve ecological situation and the health of nation, to create new working places in rural areas and to support local farmers and entrepreneurship in the agricultural sector.

Organic agriculture may help to solve actual economic and social problems in the agricultural sector. Organic food production may become the sphere of Ukrainian international specialization.

THE ENTERPRISE'S COMPETITIVE MANAGEMENT

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В статті розглянуто шляхи управління конкурентоспроможністю підприємства в умовах ринкового середовища. Зокрема, свот-аналіз як інструмент виявлення слабких і сильних сторін підприємства; побудова полігону конкурентоспроможності між: підприємством та його конкурентами. Виявлення оптимального вибору стратегії як основи зміцнення конкурентної позиції фірми.

The management of competitiveness of an enterprise is very important for every top manager.

The main mission of a manager, especially a top manager, is the development of an enterprise which he manages, because those who don't do any progress will certainly digress.

An enterprise's competitiveness is its possibility to implement its activities and get sufficient profits for improvement, motivating and keeping up high quality levels of production in the market place.

When we influence on competitiveness we influence upon life cycle of the enterprise, which has 5 stages: originating stage, growth stage, maturity stage, decay stage and death stage. The mission of every top manager is to finish the originating stage as quickly as possible, when the enterprise is the most vulnerable and he doesn't have to admit the firm's death.

To manage competitiveness, firstly it's necessary to estimate the competitiveness of the enterprise. You have to choose the right enterprises which are direct competitors and to collect as much information as possible.

A competitive enterprise is the one with more strengths than weaknesses, especially in comparison with a competitor's strengths and weaknesses.

A strengths and weaknesses analysis is best understood with the help of SWOT-analysis, which is the management instrument used by top western managers.

In practice, a SWOT-analysis is made for every direct competitor and for separate markets. It shows the company's strengths and weaknesses and its abilities to struggle with different competitors.

As SWOT- analysis doesn't give the possibility to compare characteristics of the enterprise with competitors, it is necessary to make a SWOT-analysis of every competitor. Then construct «The polygon of competitiveness», which is a graphic presentation of an estimation of the firm's and competitors' positions in the most important business activities.

According to Ansoff's model (another method of using «The polygon of competitiveness») the environment is changeable or turbulent. It depends on 6 factors: changeability of the market environment; speed of change; intensity of

competition; fertility of technology; discrimination by customers; pressures from government and influence groups.

A poor choice of the strategy makes it easier to lose the competitive position of your company and in future it could die. Every researcher of competition finds his or her own strategy, which is the most suitable for his or her business.

PROBLEMS OF FOREIGN INVESTMENT IN UKRAINE

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Україна потенційно може бути однією з провідних країн із залучення іноземних інвестицій, оскільки цьому сприяє її величезний внутрішній ринок. Проте цьому перешкоджають політична нестабільність, недосконалість законодавства, нерозвиненість виробничої та соціальної інфраструктури, недостатнє інформаційне забезпечення, через що Україну віднесли до групи країн з найбільшим інвестиційним ризиком. Для усунення негативних факторів доцільно дотримуватися принципу диференційованого підходу до податкових та інших пільг іноземним інвесторам з огляду на обсяги іноземних інвестицій й сфери інвестування та з урахуванням відповідних пріоритетів розвитку економіки України.

World experience proves that countries with a transitional economy are unable to go out from an economic crisis without bringing in and effective usage of foreign investments.

At macroeconomic level the receiving of direct foreign investments is regulated such instruments, as taxes, tariffs, depreciation, prices and exchange rate.

To take away from Ukraine a status of a country with the highest level of investment risk, a foreign capital should be inlaid in certain spheres of economy, such as: food production, consumer goods and services, medications and other vitally important products, all of the agricultural economy of Ukraine, fuel and energy industries military production etc.