

ABSTRACT

Diploma thesis (bachelor) level of higher education on the subject: "Ensuring competitiveness in terms of European integration (for example, JSC" Knitting Factory "Roza") " has 104 pages, 19 tables, 30 figures, 2 applications. The list of references includes 30 items.

Purpose - study of theoretical and methodological approaches, develop practical recommendations for the management competitiveness of the company.

In carrying out the thesis educational qualification of "Bachelor" used a set of general and specific scientific methods. The study of modern views on enterprise competitiveness management applied:

- economic analysis - analysis of financial and economic activity of the company;
- statistical analysis - to identify and compare the data for the study of the dynamics of trends;
- peer review - for ranking;
- graphic method - for visual presentation research results;
- forecasting methods - for evaluation of the efficiency of the the proposed measures.

The result of this development the essence of competitiveness, identifying key factors that affect it, and create a project that will provide JSC "Knitting Factory" Roza "high competitiveness in terms of European integration, and will enter the European market with new products.

Proposed in the approaches to enterprise competitiveness can be used in practice domestic enterprises specializing in the production of light industry. Results of the study will allow the company to ensure competitiveness in terms of European integration.

The management of JSC "Knitting Factory "Roza"" proposed recommendations used in the thesis of the identification of possible areas to ensure competitiveness in terms of European integration (Act implementing number 94 of 17/05/16) .

Keywords: competitiveness, European integration, development, potential enterprise, efficiency.