

ABSTRACT

Bachelor's thesis includes 105 pages, 33 tables, 13 drawings, 2 formulas, 4 attachments. The bibliography list consists of 36 items.

The aim is to study theoretical approaches to the assessment and diagnosis of the competitiveness of enterprises and development on this basis of scientific-methodological and practical recommendations to strengthen its competitive position in the market.

The study used a set of general and special methods, including systematic approach, analysis, synthesis, induction and deduction methods, SWOT-analysis.

Results of the study will allow domestic enterprises, in particular of "Glass Ltd.", to use in practice, the proposed program of measures to improve competitiveness. Proposed in the activities justifying that efficiently and properly selected means of advertising, particularly in specialization, products and position of the company at present can provide a significant increase in sales of the company and allocate it among others, to make more competitive.

The results of the study published in the following collections:

1. Shkrobot M., Kozynets A. VII National scientific-practical conference with international participation "Modern approaches to business management." Globalization and strategic management of competitiveness of enterprises. April 28, 2016, – p. 82.

2. Shkrobot M. Kozynets A. Electronic Scientific works "Modern approaches to business management," management company competitiveness under globalization. April 28, 2016

3. Kozynets A. International Scientific and Practical Internet Conference "Twelfth economic and legal debate." The role of SMEs in the national economy. May 24, 2016

The management of "Glass Ltd" was used proposed recommendations for the formation of competition policy in the enterprise implementation of improving competitiveness (implementing act №1 from 30.05.16).

Keywords: competitiveness, competitor strategy, demand, competition, advertising.

