

ABSTRACT

Bachelor's thesis includes 92 pages, 22 tables, 16 drawings, 1 attachment. The bibliography list consists of 30 items.

Purpose of the work: is to examine the theoretical foundations of the competitiveness of the export enterprise, development and study ways of improving the competitiveness of exports.

The research object: export activity of PJSC "Company" Ukrptahoservise " .

The research object and subject: is the system of economic relations in the process of export activity at PJSC "Company" Ukrptahoservise" .

The results of work and scientific novelty: economic analysis - to analyze the export activity; statistical analysis - for grouping and comparing empirical data to study the dynamics of trends ; expert evaluation - for ranking ; graphic method - for a visual presentation of research results; forecasting methods - to evaluate the effectiveness of the proposed measures .

The practical significance of the results is that their implementation will improve the quality and level of goodwill the company, and consequently improve the competitiveness of exports.

Conclusions and recommendations work can find a specific implementation in the subsequent practice of PJSC "Company" Ukrptahoservise"

Possible directions for further research are alternative methods of estimation of competitiveness and develop new ways of improving competitiveness.

Keywords : *export, product competitiveness , product quality , business reputation, foreign activity.*

The results of the work performed student at NTU "KPI" Faculty of Management and Marketing Lashuk Stanislav Alexandrovich company has implemented and used to strengthen the competitive position in the domestic market and further enter the foreign market. Implementation of the results of the thesis allowed to obtain a competitive advantage, increase profitability and enter the foreign market. (Act implementing number 95 of 18.05.16r.).