

ABSTRACT

Thesis second (master's) level of higher education on the theme "Management of strategic competitiveness of the enterprise in terms of European integration on the example of LLC "Nizhyn cannery "" contains 98 pages, 25 tables, 7 figures, 32 formuls ,. The list of references includes 27 names.

Actuality of theme. Increased competition under globalization exacerbates the problem of winning and retaining competitive advantage. As you know, the presence of an effective competitive strategy of the company is one of the prerequisites of victory in the competition. Currently, the economically unstable situation occupy leading positions enterprises engaged in long-term planning based on strategic thinking.

Relationship with academic programs, plans and themes. Thesis second (master's) level of higher education made at the National Technical University of Ukraine "KPI" (m. Kyiv) according to the plans of research works of the Department of Management. A study by the work is part of the scientific theme: "Managing the development of enterprises in the resource constraints» (№ 0114U001135)

The purpose and objectives of the study is to systematize theoretical and methodological regulations and study the organizational and economic mechanisms of strategic competitiveness of the food industry. Achieving this goal leads to the following tasks: to reveal the essence of strategic competitiveness of the enterprise; bring organizational and economic characteristics of the enterprise; analyze the competitive position of the company; justify the cost effectiveness of the proposed measures.

The object of the study is the formation and management of enterprise competitive strategy.

The subject of research is the development and implementation features competitive strategy Ltd. "Nizhyn cannery."

Research methods. For analytical information, data from statistical reporting, internal, particularly financial reporting. To select and justify development strategy used comparison method, the method of financial, economic and strategic analysis.

Elements of scientific innovation. Methodical approach to the evaluation of strategic competitiveness of the enterprise, which involves the use of complex and allows more accurate assessment of the competitiveness of enterprises.

The practical significance for the company or organization. Guide LLC "Nizhyn cannery", based on the implementation of the act of 22 December 2015, used the proposed recommendations for improvement of the competitive strategy. This allowed the company to improve the indicators of financial and economic conditions, and improved competitive position in the market.

Testing results:

1.Artemenko. L. P., Tolmachevo H.V.. . Theoretical approaches to strategic competitiveness of the enterprise [Text] / L.P. Artemenko, H. V. Tolmachevo // Proceedings of the participants of the VI All-Ukrainian. scientific conference with international participation "Modern approaches to business management." - K .: NTU "KPI", 2015. - P. 533-539 (0.34 pp);

2. Artemenko. L. P., Tolmachevo H.V. Methods of assessing the strategic competitiveness of the enterprise [electronic resource] / L. P. Artemenko, H. V. Tolmachevo // Scientific specialized edition of Kharkiv National Automobile and Highway University "Problems and prospects of entrepreneurship." - 2015. - 4 (2). - Access: <http://khadiiep.wix.com/zbirka>

Key words: methods of assessment, strategic competitiveness, potential strategic component of competitiveness