

Kussy Mikhail Yur'evich,

PhD. in Economics, associate professor,
Department of Business Finance and Insurance,
V.I. Vernadsky Crimean Federal University,
Simferopol

Khasanov Lenur Abdullayevych,

Master's degree student of specialization «Finance and credit»,
V.I. Vernadsky Crimean Federal University,
Simferopol

THE WAYS OF IMPROVING THE COMPETITIVENESS OF ENTERPRISES

The problems of the modern enterprise's competitiveness, related with the quality of products, the speed of management decision-making, technical advantage and product differentiation are examined in the article. The characteristics of the enterprise's competitiveness and its products are defined. Ways of improving the competitiveness of enterprises are specified.

Keywords: competition, competitiveness, marketing.

« - »

[1]:

•
•
•
•
•
•

), ((

).

», «

[2].

:

- »
- -
 -
 -
 -
 -
 -
 -
 -

», «

(, ,).

», «

[3]:

- ;
- ;
- ;
- ;

[3]:

- (),
- (),
- (),

• ().

:

[4].

(

[2]:

1.

);

2.

3.

4.

1)

2)

-
-
-
-
-
-

-
1. — : « », 2002. — 892 .
 2. . . . / — : - , 2001. — 334 .
 3. / , . . . -
 4. . — : - , 2009. — 328 .
 4. . . . / — : « », 2005. — 608 .

20 2015