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## METHODOLOGICAL APPROACHES TO EVALUATING COMPETITIVENESS OF THE ENTERPRISE

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In the modern economic conditions of the Russian Federation, the competitiveness of an enterprise is one of the important components of its effective functioning and financial well-being. In the era of mass production of goods and the presence of a huge number of producers of similar products for domestic enterprises, the task of increasing their competitive status becomes paramount. In this regard, the study and generalization of methods for analyzing and assessing the competitiveness of economic entities acquire particular relevance. The article considers the most common approaches to assessing the competitiveness of an enterprise. The presented methods of assessing the competitiveness of the enterprise were systematized by the object of evaluation and are grouped into three groups of approaches: group I approaches — an assessment of the enterprise's competitiveness in describing the industry and describing the competition in it; group II — assessment of the competitiveness of an enterprise through the competitiveness of its products; group III — assessment of the enterprise's competitiveness by analyzing the economic performance of its activities. In addition to the systematization of the methods examined, their comparative analysis was carried out, revealing the merits and demerits of each presented. Based on the systematization of methods, the situational conditions for the application of each group of methods are determined. The analysis of these methods makes it possible to assert that there is a need to develop, based on existing methods, an integrated methodology for assessing the competitiveness of an enterprise.

*Keywords:* an competitiveness, an enterprise, the assessment of competitiveness, methods of assessing the competitiveness of an enterprise.

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