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The role of competitive advantages in assessing the competitiveness of dairy enterprises at the current stage of development

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The article deals with the interpretation of the concepts of competitive advantages and core competencies. The author's vision of categorical apparatus is based on the generalization of existing viewpoints and approaches to their definition. The main competitive advantages are determined as the important factor for the development of the company.

It is very important for the dairy enterprises to have as many competitive advantages as possible because they give them an opportunity to survive and to develop their activities on domestic and international markets. According to the author's point of view, the competitive advantages are the collection of some strong prevailing characteristics of the company that clearly distinguish it from the competitors, providing further development through the production of high quality products and satisfying the growing needs of the consumers.

The main competitive advantages are: excellent quality of products, flexible pricing, business integration, logistics, innovations, exclusive products, on-line technologies.

Analyzing the dairy industry, it is important to say that we have several problems, such as the rapid decline in production of raw milk, the reducing number of cows, low prices for raw materials and the quality of dairy products. The next important question is the decrease in purchasing power. People can't afford to buy the required amount of products.

So the question of competitiveness of dairy enterprises is vital if we want to join the European Union and to be competitive on international market. The European standards of raw materials as well as to products are more demanding than the ones in Ukraine.

So, we need to concentrate our attention to the importance of meeting the European standards, better interaction of milk producers and processors in order to achieve high performance quality of raw materials and production of competitive products that can be supplied on international markets.

We also must implement the resources and energy-saving technologies, modern equipments and use the international quality management systems. All these measures give us an opportunity to be competitive and offer high-quality dairy products to the customers.