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METHODS OF INCREASING THE COMPETITIVENESS OF ENTERPRISE PRODUCTS

In the context of the modern business environment, where the competition is extremely high and rapidly changing, the issue of increasing the competitiveness of products becomes critically important for the successful operation of the enterprise.

The key factors affecting the competitiveness of products are the efficiency of production processes, product quality, innovativeness, pricing policy and marketing strategies.

An additional component of a successful strategy for increasing competitiveness is constant adaptation to changes in the internal and external environment. Quick and effective reactions to changes in consumer demand, technological progress, as well as the competitive environment allow the enterprise to maintain its competitiveness and ensure stability in the long term.

In addition, effective quality management and product standardization play an important role in ensuring competitiveness. Modern consumers pay more and more attention to the quality of goods and services, so enterprises must constantly maintain high quality standards and implement control systems that allow avoiding defects and ensuring the satisfaction of customer needs.

Effective use of information technologies and digitization of production processes are key factors in ensuring competitiveness in the modern market.

Creating an effective marketing and branding strategy helps businesses stand out

from the competition and attract more customers.

The development of innovative products and services contributes to attracting new markets and expanding the assortment, which positively affects competitiveness.

Creating an effective system of talent management and personnel development is an important aspect in ensuring high productivity and competitiveness of the enterprise [1].

In conclusion, it can be noted that the methods of increasing the competitiveness of the company's products are a complex and multifaceted process that requires a systematic approach and constant improvement. The application of these methods allows not only to ensure successful activity on the market, but also to become a leader in its field, gaining the trust and recognition of consumers.

References:

1. Arefieva O., Polous O., Arefiev S., Tytykalo V., Kwilinski A. Managing human capital reproduction in the system of enterprise's organizational behavior. IOP Conference Series: Earth and Environmental Science, Volume 628, (2021) 012039 doi:10.1088/1755-1315/628/1/012039