

### **THE TRADE ENTERPRISE COMPETITIVENESS LEVEL MODELING**

The purpose of this article is to develop the trade enterprise competitiveness level modeling algorithm, which takes into account the industry characteristics of their competitive behavior strategies.

The research is based on methods of the multidimensional statistical analysis (for development of the trade enterprises competitiveness indicators system), methods of economic-mathematical modeling (for creation of the trade enterprises competitiveness level predictive models).

The article contains a justification of the trade enterprise competitiveness level modeling algorithm, which is based on the developed system of indicators (partial, generalizing, integrated), and also takes into account the benefits of panel data correlation and regression analysis.

The proposed algorithm is an effective way to align the strategic decisions and related tactical tasks concerning the competitiveness management at trade enterprises. This algorithm allows us to identify the key factors that affect the trade enterprise competitiveness, to describe quantitatively their influence, to define the potential of the trade enterprise competitiveness growth.