

ABSTRACTS

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T. Lepeyko, D. Kipa

THE MECHANISM OF FORMATION OF THE COMPETITIVE STRATEGY OF THE ENTERPRISE

The article is dedicated to the substantiation of conceptual position of formation mechanism of the competitive strategy of the enterprise. The essence of the concept «mechanism of formation of the competitive strategy» is investigated. Features of formation of the competitive strategy of the enterprise are defined. The mechanism of formation of the competitive strategy is improved, which includes the following components: purpose, concept, overall enterprise strategy, principles, functions, tools, regulatory, organizational, resource and information provision, the process steps of forming competitive strategy.

Purpose of the article is to research and theoretical justification of elements mechanism of formation of competitive strategy. To achieve the goal in the research stages of forming competitive strategy are investigated. At the first stage aims of competitive struggle are defined. At the second stage environmental factors, which affect the activity of the enterprise, are analyzed. Same time the strategic potential is analyzed and key success factors on the market and its weaknesses in the competition are determined. Further existing competitive advantages and opportunities form a new are determined. The next stage is to formulate the set of competitive strategies by identifying the place on the market – its share, type of competitive advantage and future actions in the market. At the last stage the competitive strategy based on the set of proposed criteria is selected.

Implementation of the proposed mechanism of formation of the competitive strategy will allow the enterprise to formulate timely, efficient and effective competitive strategy that will ensure the achievement of set goals and take into account the interests of stakeholders, which submitted six forces of competition.