

КАНДИДА

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Аліна Миколаївна
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IMPLEMENTATION OF IMPORT TRANSACTIONS OF THE ENTITYОЦІНКА ФОРМУВАННЯ КОНКУРЕНТНИХ ПЕРЕВАГ ПРИ ЗДІЙСНЕННІ
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The possible approaches to the classification of competitive advantages with the regard of various criteria suggested by prominent scientists were investigated. Internal and external competitive advantages were examined. Peculiarities and the mechanism of achieving competitive advantages as one of the key factors of competitiveness were defined. Two approaches to the structure of the measures enhancing competitiveness of the company (consumers-oriented approach and competitors-oriented approach) were provided.

Исследование возможные подходы к классификации конкурентных преимуществ с учетом различных критериев, предложенными известными учеными. Рассмотрены внешние и внутренние конкурентные преимущества. Определены особенности и механизм достижения конкурентных преимуществ как одного из ключевых факторов конкурентоспособности. Приведенная структура мероприятий усиления конкурентоспособности предприятия в пределах двух подходов - акцентированном на потребителях и акцентированном на конкурентах.

Ключевые слова: конкурентоспособность, предприятие, конкурентные преимущества, критерии классификации, стратегия, подход, качество, спрос, импорт, импортные операции

Keywords: competitiveness, enterprise, competitive advantages, classification criteria, strategy, approach, quality, demand, import, import operations

INTRODUCTION

Foreign economic activity of Ukraine is determined by many factors. The main component of foreign economic activity of Ukraine is the development and deepening of trade and economic cooperation with the countries of the world. Unfortunately, the foreign trade turnover after Ukraine's independence markedly decreased.

Since the independence was proclaimed, Ukraine was able to establish a foreign trade relations with over than 180 countries and to create their trade and economic missions in 34 countries of the European, Asian, African and American continents.

Import is a purchase by Ukrainian subjects of foreign trade activities in foreign business entities importing goods with or without the importation of these goods into the territory of Ukraine, including the purchase of goods for domestic consumption establishments and organizations of Ukraine located abroad.

Imports provides for industrial and individual consumers, and for the country, a number of additional advantages, including:

- access to cheaper and better quality goods finished products, and other raw materials and component parts;
- filling the market of scarce goods or goods that are not produced in all the national territory;
- increase competition and thus stimulate optimization, increased production in the national territory;

- establishing sustainable relations of production on co-production with a foreign partners;
- technology development through the dissemination of scientific and import-intensive goods. [3]

The cost of import with export worth forms the foreign trade turnover. Economics with a significant proportion of foreign trade turnover referred to as open economies.

In the structure of import in Ukraine, characteristic increase in the share of consumer goods. This is not only the fact that the goods imported, with higher quality and are cheaper compared to domestic but also needs in importing equipment for modernization of different industries.

OBJECTIVE

To evaluate the formation of competitive advantages in the implementation of import operations of LLC "Avtobanservice."

Analysis of recent research publications

Kazakova A.A. recalled import operations in the book "Мировая торговля", Kanishenko O.L. in the book "Міжнародний маркетинг", Simenko I.V. described the competitive advantages in the book "Аналіз комерційної діяльності", Vartanova O.V. in the book "Конкурентоспроможність персоналу підприємства", Крувоуязуку I.V. in the textbook "Підприємство в умовах ринку".

METHODS: analysis of system; structural approach; induction, deduction; mathematical, logic, static and

economic-metric methods; methods of observation and comparison.

RESEARCH RESULTS

The import operation is the commercial activity related to the purchase and export of foreign goods into the country of the buyer to their subsequent sale on the domestic market.

Herewith import products can be as finished production for sale, and also as raw materials, intermediate products, recyclable, objects of capital construction in the form of investment capital, licenses, know-how, etc.

It is important to clarify what is an import. In international commercial practice under import is understood and under statistics are taken into account:

1) import of goods into the country of foreign origin directly from the country of origin or the country agent for personal consumption for industrial, construction, agricultural and other enterprises for processing or for the purpose of consumption within the country or for the purpose of export from it;

2) import of goods from free trade zones or bonded salaries;

3) import from the border earlier exported domestic products which are not subjected to processing there. This is called re-import. To re-imported goods do not belong sold at auction, returned from the consignment stock, returned to the buyer and others.

4) import of goods for processing under customs control. Here include such products, which are imported into the country for the purpose of processing export finished products, which includes this product in processed or altered form.

Organization and technology of import operations depends on the targeted institutions importer and have a need in a comprehensive marketing support. Stages of its implementation are different by the following characteristics:

• Studying the market conditions importer must firstly:

1) to define the requirements for modern goods planned to buy;

2) to find suppliers of goods required quality and technical level;

3) to determine the price level and trends of their change;

4) to select the most effective forms of procurement (direct negotiations through intermediaries, auctions, exchanges, auctions, etc.).

The study of market conditions can be met by the importer or through a specialized marketing firm.

• By selecting the most appropriate forms and methods of work foreign partner in the procurement of goods importer should take into account:

1) the customs regulations and customs formalities;

2) the possibility of placing orders for manufacturing complex unique equipment;

3) the ability to attract for goods agency companies, mixed societies, joint ventures intermediaries;

4) the legislation of the country of sale relating to methods of placing import orders, etc.

• By planning import operations is important to consider activities to purchase necessary goods and services, participation in the auction, sending commercial letters of intent in response to advertising or exporting information etc. [5]

In practice it is often used more detailed planning. Forms of import operations continuously developing and improving. In large industrial firms import transactions as exports are carried out through a specialized device management international activities.

In small and medium-sized industrial firms all direct import transactions carried out through its own channels. By direct import resort course industrial firms that are constantly buying raw materials, fuel, materials, equipment for their factories. Organizational forms of import operations are also varied and depend on the volume and nature of transactions committed by structure management, availability of own sources of supply, trade and political conditions that exist in countries exporting and importing.

Own import unit is created in cases where the company has a stable, long-term contacts with suppliers of raw material abroad. The structure of the system of import industrial firms depends primarily on the volume and nature of transactions committed by. Import unit is created as an importer in the country and abroad.

To make import operations, except the import department, industrial companies use such organizational forms as foreign representation, import associations and others.

The import of goods into the customs territory of Ukraine in the import regime provides:

• the submission of documents proving grounds and conditions for the import of goods into the customs territory of Ukraine;

• the payment of taxes and duties levied on goods when imported into the customs territory of Ukraine, according to the laws of Ukraine;

• the abidance of requirements stipulated by law on non-tariff measures and other restrictions.

One kind of implementation import operations is the provision of services. The achieving of goals of the enterprise in the service sector is determined by the demand for its services among consumers. In a competitive market, which offers a choice of service providers, the demand for a particular service depends on the results of comparison by consumers and consumer value properties with similar services in the market. The ability of a service company to win in the competition depends on the presence of his considerable advantages over competitors.

Competitive advantages are characteristics, properties or services brand, which create certain advantages for the enterprise over direct competitors. These characteristics may vary and relate both to the product itself (basic service) and additional products or services that accompany the base. [7]

Providing competitive advantages of services requires consideration of a number of these important points which can be regarded as a condition of their formation (Figure 1).

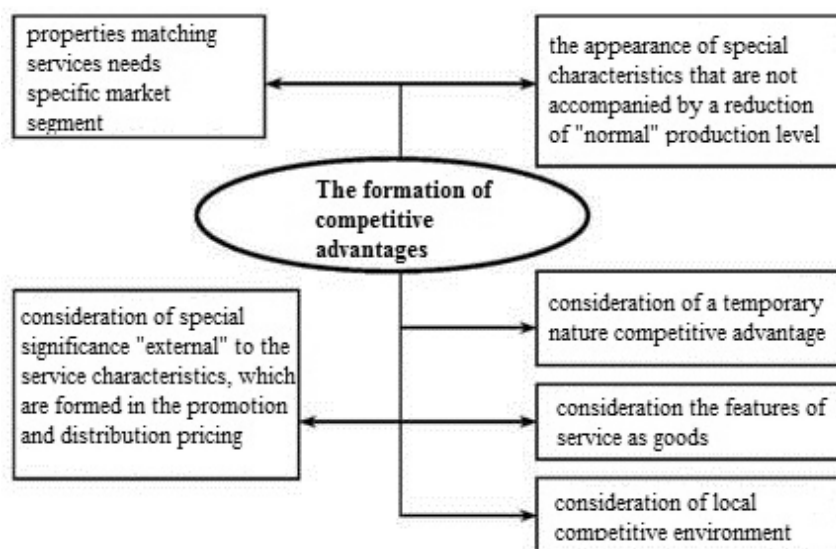


Fig.1. Conditions for the formation of competitive advantages in the market

The main condition for creating competitive advantages in the market value of the attendance is the service. The value of the services is the result of its relationship to consumers, as determined by their specific experience, status, consumer requirements. Therefore, an important point for the appearance of competitive advantage services are meeting the needs of a particular market segment. Moreover, most competitive advantage of services within a consumer segment makes this service unacceptable to another.

Competitive advantage appears usually only if the "normal" level of production and service provision. Only in very limited cases the consumer can accept the deterioration of the quality of service. It should also be remembered that the competitive advantages of individual services are temporary, closely associated with the life cycle of services and continuous changes in market conditions.

An important competitive advantage of enterprises in the service sector is the high level of their professional sellers. Buyer often consider the seller as an expert, trusting his jurisdiction. In this sense, almost always a seller is its integral part.

Management of competitive services is a continuous process that is associated with the need to react to any reduction of competitiveness indicators of appropriate measures that can prevent the loss of market positions and financial assets, such as the cessation of production, modernization services, changing market segment.

We must remember that support the competitiveness of services is produced considering the inevitability of restoring them in one form or another organization provided resource potential, which determines competitiveness. Competitiveness characterize economic, scientific, technical, industrial, organizational, managerial and other opportunities the company and its ability to adapt to their changes, taking into account the dynamics of its success in the past.

Thus, the competitive advantage of enterprise service is a feature or some combination of special characteristics of its resource potential, providing dynamic support competitiveness of produced services. Resource potential

includes tangible and intangible assets of the organization, formed as the external environment - the market (ex. image, location, relationships with suppliers), and internal environment - the enterprise (ex. skills of employees and unique production technology and marketing). [1]

Today many companies carry out their activities without any plans. In large and small companies managers are so busy that do not have time for planning. In small companies, managers tend to think that formal planning is the fate of large companies, and medium and large managers believe that well managed without it before.

Strategic planning is the foundation for other types of planning. It begins with the definition of global goals and mission of the company. To do this, collect complete information about the internal and external environments-even organization. After SWOT analysis the top management decide what activities to do and what products to produce. Moreover not only analyze the static state of the company, but also diagnosed with the condition considering the existing problems and prospects. Further, it is developing the specific goals.

Competition and competitive advantage. For centuries, the most effective competitive advantage was physical force or military. This seriously violated the principle of justice. So people were already thinking about non-forcible methods of competition proceedings.

At the beginning of the last century was the move to competition scientific footing. At this time, receiving great support scientific methods of knowledge production and executives are starting to invest in the development more effective ways of dealing with competitors than power. Since then, it is begin a new stage of competition, the familiar today. The result of this development is the dominant buyer in the market.

Competitors are an important part of marketing microenvironment, excluding study which is impossible to develop a reasonable strategy and tactics of the firm in the market. Competitors subjects of this marketing system, whose actions influence the choice by markets, suppliers, intermediaries, products and product range in the full range of marketing activities (which entails the

need to study them). Considering competition as subjects marketing system more, we can offer them a definition. Competing firms known firms have fully or partially convergent fundamental niche. [4]

The presence of competing firms in the economy causes the phenomenon of competition. From an economic point of view, competition is the interaction of economic, combating producers and suppliers during the sales process of rivalry between certain producers or suppliers of goods and / or services at the most advantageous conditions of production. Thus, competition in the broad sense can be defined as the rivalry between certain persons and by business entities interested in achieving the same goal. If this goal more specific in terms of the marketing concept, the market competition is called the struggle for companies limited volume of effective demand of consumers, pursued by the company in the market segments available to them.

Competitive advantages are different forms of expression, they are:

- Based on economic factors;
- Based on the regulatory acts;
- Caused by administrative measures;
- Defined by the level of infrastructure development;
- Based on technical (technological) superiority;
- Defined by geographical factors;
- Due to better awareness;
- Based on demographic factors.

The technology of forming competitive advantages isa complex of marketing procedures and methods of implementation, designed for favorable positioning of the enterprise in a competitive environment. The principal features of this technology:

- systematic implementation;
- high responsibility during their development and implementation;
- manifestation of inertia effects;
- interactivity;
- statistical support;
- many criterias.

The foundation for search of competitive advantages analytical work is to study the status and trends of the market in general and in particular the activities of competitors. The control system must be able to realize in practice produced a strategy competition, bring it to the real competitive advantages that justify develop and implement strategic plans in daily practice. It is important to choose the place, time and key areas of action that will provide a competitive advantage. These key areas include:

- streamlining relationships with suppliers;
- product quality;
- infrastructure sales. [6]

Formation of the strategy is rather complex creative process that requires highly skilled artists. First of forming a strategy based on predicting conditions for investment activity (investment of climate) and investment market conditions as a whole and in individual segments.

The complexity of this process is that the formation of the strategy is an extensive search and evaluation of alternative investment solutions that meet the most optimal image and objectives of its development. Some

difficulty forming strategy lies in the fact that it is not the same, and requires periodic adjustments considering changing external conditions and new opportunities for company growth.

The initial prerequisite product development strategy is the overall economic development strategy of the company. Regarding its development strategy of good is subordinate in nature and should be consistent with its objectives and stages for implementation. The strategy is one of the main factors ensuring the effective development of the company according to the chosen overall economic strategy.

Elements of strategy and creating competitive advantages. The procedure for strategy formulation and selection of alternatives includes the following stages:

- a) evaluation of existing strategies;
- b) formulation phase;
- c) planning risk;
- d) selection of strategic alternatives.

Let us consider these points.

A. Assessment of existing (current) strategy. Initial evaluation of the current strategy carried out at the preliminary stage, when assessed internal capabilities. However, assessing available resources in the enterprise, enabling to increase the efficiency of its operation, we have not evaluated the viability of current policies and formulated rules of conduct.

B. Phase formulation. The strategy being combined basis for the organizational effort requires the development of a series of strategic plans at the enterprise level as a whole and at the level of departments. Naturally, every strategic plan is part of, and enterprise strategy combines them all together.

The core of any strategic plan of the company is its core strategy. The choice of basic prerogative of the management strategy. The leadership, estimating and analyzing information obtained in previous steps, makes the final decision.

C. Planning risk. Planning risk is an important part of the strategic plan. The main goal is to maintain a high level of combating environmental impact and reduce losses caused by the impact. Recently, the Western firms is becoming more popular not develop backup strategies and creation of crisis, characterized by a very high degree of centralism endorse the decisions and fast response to changes in the environment. This follows from the fact that he is a set of possible influences such diverse that the company is unable to predict all possible situations.

D. The choice of strategic alternatives. Within the basic strategy chosen several possible courses of action, which are called strategic alternatives. Development strategies should cover all levels of government enterprise, as decisions are made during the strategic planning affecting all employees of the organization. [2]

It would be well to apply this algorithm to LLC "Avtoban service":

A. This company is the representative of the brand "KLO", which deals with procurement and supply of gasoline, oil, fuel, fuel gas, alternative fuels (biofuels), etc. Today, the "KLO" has 58 stations. The network in the near future has no plans to enter foreign markets and spread throughout Ukraine. Gas stations have a local

placing - in Kyiv and Kyiv region. The purpose of "KLO" is not the quantity but the unchanged quality.

B. Strategic planning in the company engaged a top manager. The strategic management takes place in three stages: first defined long-term prospects of the company, its main divisions; at the stage of implementation of plans developed measures to implement brand strategy; with the help of control there are appear the main problems in the implementation strategy.

C. Due to the unstable financial situation in the market, we can observe unstable dollar, hence the higher prices. The company "KLO" trying to do not raise the price of fuel, unlike its competitors, even with such situation in the market.

Also, to protect the environment and to reduce financial costs the company set energy-saving elements at the gas stations for heating water and for making a large part of electricity.

D. LLC "Avtobanservice" is also engaged in the supply of alternative fuels, which is called biofuels. Unfortunately, in Ukraine has not made such a fuel. It is considered that its production in the coming years will be the most profitable for Ukrainian economy.

To understand if an import operations are effective for LLC "Avtobanservice", it will be applicable to use such formula:

$$E = (Op.c. + I.t.andoth.d. + O.c.)/I$$

$$E = (6867,5 + 9811,0 + 227,2)/58865,7 = 3,00,$$

where Op.c. – operational costs; I.t.andoth.d.– in direct taxes and other deductions from income; O.c. – other costs; I – income.

Import operations is a relevant and positive activities that affect the economic improvement of Ukraine. In particular, represents an improvement LLC "Avtobanservice". According to calculations, the formula shows that the efficiency of import operations is low, it is connecting with high price that gives LLC "Avtobanservice" for foreign partners. But despite all this, the amount spent on import procedures pays off. It is investigated, that for higher effectiveness a company should improve marketing activity, increase the quality of service and minimize operational costs. Of course, LLC "Avtobanservice" can find new partners with lower prices for products, but low price - does not guarantee good quality products.

CONCLUSION

Consequently, import operations are relevant and positive activities that affect the economic improvement of Ukraine. In particular, represents an improvement LLC "Avtobanservice."

One kind of import operations is the provision of services. The achievement of the goals of the enterprise in the service sector is determined by the demand for its services among consumers. In a competitive market, which offers a choice of service providers, the demand for a particular service depends on the results of comparison by consumers and consumer value properties with similar services in the market. The ability of a service company to win in the competition depends on

the presence of his considerable advantages over competitors.

The main condition for creating competitive advantages in the market value of the attendance is the service. The value of the services is the result of her relationship to consumers, as determined by their specific experience, status, consumer requirements. Therefore, an important point for the emergence of competitive advantage services are meeting the needs of a particular market segment.

Nowadays competition in all markets is exacerbated, but in fight do not appear the new product features. Because many of the properties of the latter, who had not even taken into account, are crucial in the competition.

On the world stage for goods and services a long time are not competing goods and services, but brands. The creating and maintaining of brand is expensive work, and because the company suffers more damage from low quality goods brand than the loss of goods without a brand. These processes forced the manufacturer to put forward stringent product brand than "nobrand" goods.

The foundation for search of competitive advantages analytical work is to study the status and trends of the market in general and in particular the activities of competitors. The control system must be able to realize in practice produced a strategy competition, bring it to the real competitive advantages.

Formation of the strategy is rather complex creative process that requires highly skilled artists. First of forming a strategy based on predicting conditions for investment activity (investment of climate) and investment market conditions as a whole and in individual segments.

The strategy is one of the main factors ensuring the effective development of the company according to the chosen overall economic strategy. Therefore, there were applied strategies steps for creating competitive advantage LLC "Avtobanservice" After this has been calculated efficiency formula, which showed that the efficiency of import operations rather low, but despite all these products successfully recovered at the gas station "KLO".

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