

## **Факторы, влияющие на конкурентоспособность промышленного предприятия**

Логинов Роман Олегович, бакалавр, клиентский менеджер, АО «Россельхозбанк», г. Киров, Россия.

**Аннотация.** В этой статье рассматриваются факторы обеспечения конкурентоспособности по мнению известных научных деятелей.

**Ключевые слова:** конкурентоспособность, факторы конкурентоспособности.

## **Factors affecting the competitiveness of an industrial enterprise**

Loginov Roman, bachelor, client manager, JSC “Rosselkhozbank”, Kirov, Russia.

**Abstract.** This article discusses the factors of competitiveness in the opinion of well-known scientific figures.

**Key words:** competitiveness, factors of competitiveness.

Analysis of the competitive position of an enterprise in the market involves finding out not only its strengths and weaknesses, but also those factors that to some extent affect the attitude of customers to the enterprise and, as a result, the change in its share in sales in a particular product market.

Under the factors of competitiveness can be understood those phenomena and processes of production and economic activity of the enterprise and the socio-economic life of society, which cause a change in the absolute and relative value of the cost of production, and as a result - a change in the level of competitiveness of the enterprise. Factors can influence both in the direction of increasing the competitiveness of the enterprise, and in the direction of decreasing. Factors determine the means and methods of using reserves of competitiveness. Gaining

competitive advantage based on factors depends on how effectively they are used and where, in what industry they are applied.

In order to better understand the factors of competitiveness, we consider their main classifications that exist in modern economic theory.

According to French economists A. Olivier, A. Dayan and R. Urse, when faced with international and domestic competition, an enterprise must ensure a level of competitiveness for itself according to eight factors:

1. the concept of the goods and services on which the activity of the enterprise is based;
2. quality, expressed in accordance of the product to a high level of products of market leaders and detected through surveys and comparative tests;
3. the price of the goods with the possible markup;
4. finance - both own and borrowed;
5. trade - in terms of commercial methods and means of activity;
6. after-sales service, providing the company with a permanent clientele;
7. foreign trade of the enterprise, allowing it to positively manage relations with the authorities, the press and public opinion;
8. pre-sale preparation, which demonstrates its ability not only to anticipate the demands of future consumers, but also to convince them of the exceptional capabilities of the company to meet these needs.

A number of domestic economists (Fatkhutdinov R., Seleznev A., Ermolov M.) refer to the key factors of market success:

- The financial position of the company;
- the development of the base for its own research and development of the enterprise and the level of expenditure on them;
- availability of advanced technology;
- provision of highly qualified personnel;
- the ability to product and price maneuvering;

- availability of a sales network;
- maintenance status;
- the possibility of lending;
- the effectiveness of advertising and sales promotions;
- information security, solvency of the main buyers.

V. Petrov believes that the competitiveness of an enterprise is made up of three main basic factors:

- resource - the cost of resources per unit of finished products. According to him, the company itself is able to control primarily the resource factor of competitiveness growth, therefore, increasing productivity, capital productivity, overall production efficiency is very important and depends on the organization's policy of research and development, the accumulation of fixed capital, marketing organization, professional training and retraining;
- price - the level and price dynamics for all used resources and finished products. This factor is less controlled by the enterprise, since the price level in the country largely depends on the state economic policy;
- “environmental factor” - this factor includes such components as: economic (tax policy, reliability of the banking system, level of inflation, bank credit, exchange rate, foreign trade tariffs) and the political situation in the country and the degree of state influence on the market counterparty.

Thus, on the basis of this classification of factors of competitiveness of an enterprise, an enterprise cannot control all factors of competitiveness, and therefore active government intervention in economic processes as an effective guarantor of rights and obligations becomes more and more important.

The most fundamental study of the factors of enterprise competitiveness was carried out in the works of M. Porter. The factors of competitiveness are understood by him as “one of the four main determinants of competitive advantage along with

the company's strategy, its structure and competitors, conditions and the presence of related or related enterprises of the industry and competing in the market”

Factors of competitiveness M.Porter directly connected with factors of production:

- human resources - the quantity, qualifications and cost of labor;
- physical resources - the quantity, quality, availability and cost of sites, water, minerals, forest resources, sources of hydropower, fishing grounds; climatic conditions and geographical location of the country of location of the enterprise;
- knowledge resources - the sum of scientific, technical and market information affecting the competitiveness of goods and services and concentrated in academic universities, state-owned research institutes, private research laboratories, banks of data on market research and other sources;
- monetary resources - the amount and cost of capital that can be used to finance industry and an individual enterprise;
- infrastructure - the type, quality of the existing infrastructure and the fee for its use, affecting the nature of competition. These include the country's transport system, the communication system, postal services, the transfer of payments and funds from bank to bank within and outside the country, the health and cultural system, housing stock and its attractiveness in terms of living and working.

M.Porter proposes to divide all factors of enterprise competitiveness into several types.

First, the factors of enterprise competitiveness are divided into:

- basic;
- developed.

The main factors are natural resources, climatic conditions, the geographical location of the country, unskilled and semi-skilled labor. Developed factors - a

modern infrastructure for the exchange of information, highly qualified personnel, the use of high-tech industries.

It should be noted that the division of factors into basic and developed is very conditional. The main factors exist objectively, or their creation requires minor public and private investments. As a rule, the advantage created by them is not stable, and the profit from the use is low. They are of particular importance for the mining and processing industries, where standardized technology is mainly used. Developed factors are much more important for ensuring competitiveness. For their development, significant, often long-term investments of capital and human resources are needed. The condition for their creation is the use of highly qualified personnel and high technologies. The developed factors are often built on the basis of the main factors, i.e. not being a source of competitive advantage, at the same time, the main factors should be of sufficient quality to create related developed factors on their basis.

Another principle of division of factors is the degree of their specialization. In accordance with this, all factors of competitiveness are divided into:

- are common;
- specialized.

General factors, which include infrastructure, staff with higher education, can be used in a wide range of industries. Specialized factors are highly specialized personnel, specific infrastructure, databases in individual branches of knowledge, other factors applied in one or a limited number of industries. General factors tend to give competitive advantages of a limited nature. They are available for a significant number of subjects of the economy. Specialized factors, which are sometimes based on common ones, form a more solid long-term basis for ensuring the competitiveness of an enterprise. Financing the creation of these factors is more targeted and often more risky.

Thus, it can be concluded that the increase in the level of competitiveness of an enterprise is possible in the presence of developed and specialized factors, and a

competitive advantage based on a combination of basic and general factors is a low-order advantage that has a short and unstable nature.

The following method of classification of factors of competitiveness of an enterprise according to M. Porter is to divide them into:

- natural (natural resources, geographical location);
- artificially created (technology, technology, economic environment, etc.).
- Considering all the above, the whole set of factors of competitiveness of an enterprise in relation to it can be divided into:
  - external;
  - internal.

Internal factors are objective criteria that determine the ability of an enterprise to ensure its own competitiveness. So, according to V.A.Dines, N.S. Yashin, the internal factors include:

- potential of marketing services;
- scientific and technical potential;
- production and technological potential;
- financial and economic potential;
- human resources (structure, professionally qualified staff);
- the effectiveness of advertising and sales promotion tools;
- level of logistics;
- conditions of storage, transportation, product packaging;
- the level of loading and unloading and transport services in accordance with the requirements;
- preparation and development of production processes, the choice of the optimal production technology;
- the effectiveness of production control, testing, surveys;
- the level of maintenance in the post-production period;
- the level of service and warranty service.

External factors - socio-economic and organizational relations, allowing the company to create products that are more attractive by price and non-price characteristics.

Under external factors should be understood:

1. government measures:
  - economic nature (depreciation, tax, financial and credit policy, investment policy, participation in the international division of labor);
  - administrative nature (development, improvement and implementation of legislation, demonopolization of the economy, the state system of standardization and certification, legal protection of consumer interests);
2. the main characteristics of the market itself of the activities of this enterprise (its type and capacity, the presence and capabilities of competitors);
3. the activities of public and non-state institutions;
4. the activities of political parties, movements, blocs that form the socio-economic situation in the country.

Thus, the competitiveness of an enterprise is a combination, on the one hand, of the characteristics of the enterprise itself (internal factors), and on the other hand, factors external to it.

Specialists in various fields of knowledge differently assess the impact of individual factors on the functioning of enterprises in a market environment and their final results of activity. However, despite the obvious simplicity of the proposed approaches, it is unacceptable to focus on the study of individual factors. In this case, it is advisable to use an integrated approach, which is expressed in the simultaneous consideration of the technical, economic, technological, social, organizational, environmental aspects of solving the problem of improving the competitiveness of enterprises.

### **List of sources used:**

1. Bondarenko, S. I. Competitiveness of products of metallurgical complex of Russia: monograph. / S. I. Bondarenko. - Moscow: Scientific book, 2016. - 104 c.
2. Ivanov, V. N. Import substitution of agricultural products. Factors of competitiveness / V. N. Ivanov, S. A. Ivanov. - Moscow: Finance and statistics, 2014. - 216 c.
3. Competitiveness of enterprises and production systems. - Moscow: St. Petersburg. [et al.]: Peter, 2015. - 126 C.
4. Suprun, V. Intellectual capital. The main factor of competitiveness of the economy in the XXI century. - Moscow: Librocom, 2014. - 192 c.
5. Philosophova, T. G. Competition. Innovations. Competitiveness / T. G. Philosophova, V. A. Bykov. - M.: Unity-Dana, 2015. - 296 c.