

## **SERVICE STRATEGY IN THE FORMATION OF COMPETITIVE STATUS OF TRADING ENTERPRISES**

In current economic conditions important issue in ensuring a sustainable competitive advantages and consumer demand increase is the development and implementation of the service strategy of trading enterprises. This strategy allows the use of information and other technological innovations inherent in trade enterprises. So, for the win in competitive activity in the relevant product market, it is important to increase the competitive status of trade enterprises.

An important contribution to the research of development problems of trade enterprises in a competitive conditions is made by foreign and Ukrainian scientists: I. Ansoff, L. Balbanova, B. Bachevskiy, A. Gradov, A. Mazaraki, V. Sizonenko, N. Ushakova and others. However, it is not enough attention is paid to the issues of substantiation and implementation of service strategies on trade enterprises.

The relevance and importance of the task is to build and use of resource potential, the application of methods and means of competitive activity at the expense of pricing flexibility, ensuring adequate product quality level, implementation of marketing activities designed to increase sales and enhance competitiveness of trade enterprises that should be taken into account when grounding service strategy. The aim of the article is to develop and implement service strategies on the trade enterprises, which has influence on the formation and strengthening their competitive status.

In the research of service strategy formation on trade enterprises the following methods are used used: monographic, analysis, synthesis, systematization, generalization, and dialectical approach.

The research findings determined that the strategy of forming and strengthening the competitive status of trade enterprises based on the developing and implementing of

service strategy that covers a range of organizational and economic measures aimed at identifying consumer service needs, selection of team that can provide full information to consumers in the service areas.

The strategy is determined by the ratio of trade enterprises to external environmental factors towards providing competitive advantages in achieving goals. One of the key elements of the service strategy is creating a culture of enterprise, integrated service, constant quality control service, its forms and methods.

The article emphasizes the need for implementation of service strategy in order to create high-quality service. It is one of the factors ensuring the efficiency of selling goods by trade enterprises, as consumers are provided with information about the product, its consumer (performance) characteristics, quotation, warranty period etc. It will ensure the formation of strategic potential of trade enterprises, its effective use in accordance with service standards that are accepted at the enterprises.

Strategic potential is a resource and other opportunities of enterprise in achieving goals based on evaluation, analysis and adaptation to external environmental conditions. Competitive status characterizes prerequisite for achieving a given level of competitive advantage, defined by strategic potential of trade enterprises.

The perspective lines of service development that are effectively influence the strengthening of the competitive status of trade enterprises are defined in the article. For this purpose, the service strategy use that promotes active implementation of modern innovative measures to ensure strategic potential of trade enterprises is offered.

Considered strategy is appropriated to apply in forming and strengthening the competitive status of trade enterprises, ensuring their sustainable competitive advantages on the market to meet consumer demand.

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