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DETERMINATION OF COMPETITIVENESS PRICE COMPONENT OF AUTOMOBILE ENTERPRISES

There is a common characteristic for automotive market is way of acquiring a certain level of competitiveness, which is characterized by the formation process of awareness and customer value product in the consumer outlook, which forms the main criteria for a particular level of competitiveness of automobile enterprises. In other words, while choosing a car, consumer is comparing of all possible competitive advantages to buying cars that form a competitive group of cars, which is the object of analysis. But this competitive group in the first stage of its formation is going through price comparison or determining customer's ability to pay. Therefore Automobile company management is very important to identify and analyze competitive pricing component of automotive products.

Special urgency today acquires the structure analysis of component price competitiveness of automobile enterprises, the development of an effective scheme of calculations of the pilot study to identify the values of the index of price adjustment coefficients component, formalization of this approach.

According to the results of previous studies, competitive selection is made according to the following sequence: Select "price range"; - Analysis of specifications; - Analysis of the life cycle, "allows to management of company to form an objective basis for comparison according to the structure of consumer actions in choosing car consumer. But the next step in the process of determining the competitiveness of automobile enterprises have a comparative cost analysis of consumption that during operation of the vehicle or installation provides a high level of customer loyalty in the car and its brand, or lead to frustration of the client, causing the reverse effect of expectations of both parties - producers and consumers.

Generally dissatisfied customer is a strong source of negative advertising character among his circle of friends than a satisfied customer.

The price component of the competitiveness of automobile enterprises should be calculated starting from the final price of the car in the showroom and the cost and the required frequency of service, amount of fuel at the rate liters / 100 km, the cost and the need to replace parts in service and other costs required to which include storage costs, fines, fees, additional parts etc.

Special attention is paid to the study of the dynamics of variable mandatory spending, which in this study is offered to be discounted according to the duration of the period of vehicle operations. The analysis of the operating costs of vehicles in which the object of the study was 35 vehicles of different classes allowed to define and classify the discount rate according to the level of prestige cars, characterized by price segmentation and the number of years of operation.

The structure of the component price competitiveness of automobile enterprises has many components, due to the operational features of this type of product. Difficulties in determining the competitiveness of automobile enterprises is that there is a large range of products in the market which differs names, classes, models and trim levels.

Recent market trends indicate competing models of different classes and models within the same price range, which makes the price component of the car's competitiveness primary factor influencing consumer choice. When buying a car potential buyers primarily guided by the price limits, formed by his ability to buy. In this study suggested a mathematical algorithm for determining the price component.

Determining the competitiveness of automobile enterprises is a process, that involves: identifying key elements of its structure, the weight of their influence, and the method used to define the relationship, that would allow defined level of product competitiveness. Both in terms of value for the consumer, and in the context of relative indicator are characterizing the position of the car in the market among competitors.

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