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THEORETICAL BASIS OF THE ASSESSMENT OF THE MILK PROCESSING ENTERPRISE COMPETITIVENESS

There isn't any unified methodology for assessing the milk processing enterprise competitiveness. Most of them are based on the use of different coefficients for the analysis of industrial activity, financial situation, investment efficiency etc.

The enterprise competitiveness can be evaluated through the marketing complex, which consists of four elements: product, price, bringing the product to the consumer, its promotion on the market.

Competitiveness by a product is based on the analysis of the brand, product range, product quality, environmental friendliness, using various food additives, shelf life of milk products, attractiveness and convenience of the package, level of the pre-sales, market share of the milk processing enterprise.

The main factors of the products competitiveness also are quality and price. Moreover, it should be noted that more attention is paid to the quality of the product than the price factor, because it plays a major role in the conquest for the commodity producer success on the market.

The quality of the milk industry products mostly depend on the quality of the raw materials. Physical and chemical properties of the milk procurement, such as fat, protein and dry milk solids influence the rate of consumption of the raw materials and the output of milk products.

Apart from this, the milk processing enterprise competitiveness is under the influence of packaging. The choice of package is the key solution to ensure the success of the product and its form and design are the major elements of positioning and branding of the product.

Apart from this, the milk processing enterprise competitiveness is under the influence of its ability to meet the needs of different groups of consumers (there are eight groups) according to their capabilities and preferences. This will help to form a range of the milk products of the enterprises as to ensure the optimum sales of dairy products and to ensure the company's financial profitability.

Surely the price influence the competitiveness of milk products as well. Proper and fair pricing allows to attract the attention of various groups of consumers to the products and to have price leadership. So that the chosen approach to the pricing process should make profits expanding the market share.

Branding, design symbols, logos provide a better knowledge of goods for consumers and contributes to a positive image for a certain enterprise. In turn, the importance of the company and its image depend on the market share on the market, consumer groups and the uniqueness of the proposed product.

Variety of programs to stimulate sales, which consist of activities such as: participation in exhibition activities, special offers, presentations in retail chains, special types of advertising, that guarantee a competitive position on the market aiming at the increase of the consumers favour to a particular product company as well as the improvement of its image on the market.

Therefore, the assessment of the milk processing enterprise competitiveness includes the analysis of the number of indicators that determine the competitiveness of the milk processing enterprise, such as: economic potential and efficiency of management, range of milk products and price-quality relationship, consumer potential, production and marketing capabilities, financial position on the market, the image of the company, its marketing strategy, qualification and professionalism of the workforce.

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