

COMPETITION OF BRANDS IN ECONOMY

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Tough competition is one of the foundations of a market economy. The transition to digital communication technologies can be caused by the rapid development of the Internet and the comprehensive development of Internet technologies in the daily life of society. Now CEOs are bickering on the Internet in front of millions of people, internet marketers are fighting for news channels on social media, and companies are waging an information war against each other.

Companies need an effective tool to face this competition in an era of globalization and competition in both domestic and foreign markets. Competitiveness is the most important criterion for increasing market share and creating a leading position in this sector.

The competitiveness of a company is a set of characteristics that distinguish it from other business entities by a higher degree of meeting needs of the population with its products or services.

Product competitiveness is the ability of a product to be attractive compared to other products of a similar type and purpose.

The ability to withstand competition is determined by the competitiveness of a product. As we know, competition is divided into price or non-price according to the methods of implementation.

Price discrimination is different prices for the same goods for different buyers. This means adopting different approaches to delivering services to customers. And if the company is very good at managing its costs, then this is a possible choice. Practice shows that there is always someone who sells cheaper.

Non-price competition is a competitive strategy aimed not at changing prices, but at creating conditions that improve product sales. They are much more difficult to copy. And one of these long-term competitive advantages is the company's brand. In today's economy, the brand is the main competitive advantage of many companies. A brand is an intangible asset of a company and its importance is growing.

Therefore, choosing an effective brand strategy is becoming more important for companies than ever before. The consumer's approach to it is largely determined by the advantages of some brands over others. Unfortunately, every market is limited. Therefore brands are always forced to seek new customers in order to generate more revenue. One of the ways is marketing wars in the form of ridicule on other brands. It is not the most beautiful, but it attracts the interest of buyers.

The most famous brand information war is the Cola vs Pepsi rivalry. The rivalry between the Coca Cola and Pepsi brands dates back to the 1930s and is one of the oldest marketing wars in modern history. In the 1960s and 1970s, brands began to actively use harsh jokes against each other in advertising campaigns. It is worth noting that there is no difference in taste. This is confirmed by numerous tastings and studies. And their main battle is not in tastes, but in advertising campaigns.

On the contrary, Samsung and Apple started out as partners. Samsung have been supplying Apple with processors and displays for the iPod since 2001. Everything was great while Samsung was in the business of TVs, laptops, Apple iPods and Macs. The friendship ended when Samsung's fast success in the smartphone market threatened Apple's leadership. This is how Apple's war against Samsung began.

The world's fast food restaurants also compete with each other. Burger King and McDonald's are no exception. Burger King skillfully lures customers with its character by making fun of McDonald's products.

The struggle between brands can certainly be called a very difficult and risky task for modern business. The future of the brand, the number of consumers, income and, most importantly, profits depend on this. No one disputes that advertising is a powerful competitive tool. It is based on the regulation of supply and demand, which helps them to reach one point. However, long-term competitive wars may not be beneficial to brands. Interest in protracted disputes will eventually disappear. Over time, the riskiness of waging competitive wars becomes obvious. It becomes more difficult to control the market over time.

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TASKS OF HEALTH RESORTS MANAGEMENT

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Changes in the management system of the country's economy, which has embarked on the path of market transformations, is one of the most important areas of reforms taking place in Ukraine. Successful implementation of transformational changes in the domestic economy highlights the need for