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THE ANALYSIS OF CONCEPTS OF PLANNING SALE AND DEVELOPING COMPETITIVE ADVANTAGES OF JOINT-STOCK COMPANY «DNIPROVAZHMAH»

Joint-stock company «Dniprovazhmash» is one of leading enterprises in the field of heavy mechanical engineering. High technical equipment of manufacture, its great scientific potential and highly qualified staff allow to let out constantly qualitative productions which have gained authority not only in Ukraine, but far beyond its boundaries.

«Dniprovazhmash» is specialized in a production of blast-furnace, rental, stove, sintering, transport equipment. The technological base of the enterprise involves a closed cycle of manufacture. It includes both fusion of metals and complete delivery of the equipment on a turn-key basis.

«Dniprovazhmash» constituted close industrial relations with the majority of machine-building enterprises of Ukraine and lots of enterprises in other countries. The plant provides the greatest enterprises of a mining-metallurgical industry with a complex supply of equipment and materials.

As to machine-building enterprises of Ukraine last years proved to be a difficult period of adaptation to conditions of market economy and achieving almost full independence in the decision of current and perspective issues in their activities. Up to now it is necessary to solve a number of problems of machine-building branch such as 1) crisis of internal investment at a low share of external credits; 2) absence of radical structural reorganization in branches which consume machine-building production; 3) weak investment activity. A burden of these factors has caused considerable decrease in volumes of output and sale of the machine-building equipment, and consequently led to insufficient use of the operating industrial potential of the branch.

In 2009 the situation on the markets was characterized by competition strengthening, increase of requirements to the quality of machine-building production and reorientation of a part of consumers of «Dniprovazhmash» towards the items produced by the factories of East and Central Europe. But despite these problems, the factory managed to hold its position on the international market, and

also to take the leading one on home market.

Rates of volumes of commodity and realized production have close values, this displays the marketing approach to the organization of manufacture and sale of production. It is based upon the fact that the factory produces only that kind of stuff, which satisfies requirements of consumers.

The increase of efficiency of foreign trade activities of the enterprise is important stipulation to improve its financial condition. To change the economic situation «Dniprovazhmash» is recommended to improve the structure of manufacture and realization of metallurgical production in a direction of increase in release of its more profitable items taking into account the real and potential inquiry of the market. It is necessary to develop competitive advantages that the factory obtained, namely high level of quality of production and constant amelioration of the technical design documentation.