

THE COMPETITIVENESS OF BREAD: THE ANALYSIS AND THE WAYS TO IMPROVE

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In the article the essence of competitive products was examined and the conclusion based on research connected with search of improvement the competitiveness of bread on the example of Novopolotsk mechanized bakery was made.

In modern world free market relations with competition as its main characteristics dominate. Production of competitive products of a high quality is a serious problem not only for individual companies, but also for the national economy as a whole. The ability to produce competitive products at low cost depends on the pace of industrial development of the country.

Bread is traditionally considered to be at a core of any cuisine. This product is present on the table in every household. Bread is eaten on a daily basis, so it is very important that it was not only delicious, but also healthy. In order to compare the Novopolotsk bakery two main competitors were selected: Resttrejd and Eurotorg. For the research several criteria were chosen with the most similar performance (weight, composition, shape, etc.) Products from the following manufacturers:

- Rye-wheat bread "White Tower", weighing 0.85 kg, the producer of Novopolotsk mechanized bakery;
- Rye-wheat bread "Kupala", weighing 0.9 kg, the producer of Eurotorg;
- Rye-wheat bread "Rye", weight 0.9 kg, the producer of Resttrejd.

A survey of 25 people, the potential consumers of the analyzed products, was carried out for the most accurate and objective assessment. The respondents were mainly the residents of Novopolotsk, who have a stable income and bread-based diet. The following results were obtained after conducting market research:

- Buyers use bread every day with preference given to rye-wheat and dietary bread of Novopolotsk mechanized bakery;
 - When buying bread consumers are attracted by the appearance and color of bread, the taste and smell of bread, as well as the package;
 - Consumers assess the quality of bread paying attention to the taste and smell of the crumb, appearance, as well as the surface of the bread;
 - Buying bread, buyers are guided by the criteria: quality and price, the availability of the package;
- The quality of bread produced at the Novopolotsk mechanized bakery rated as good;
- Buyers prefer to buy bread in the package;
 - The consumers are satisfied with the price, but not with the range of product;
 - The majority of customers believe that Novopolotsk mechanized bakery needs further improvement and expansion of the range.

The radar of competitiveness of rye-wheat bread of Novopolotsk mechanized bakery and competitors Eurotorg and Resttrejd is given in Figure 1.

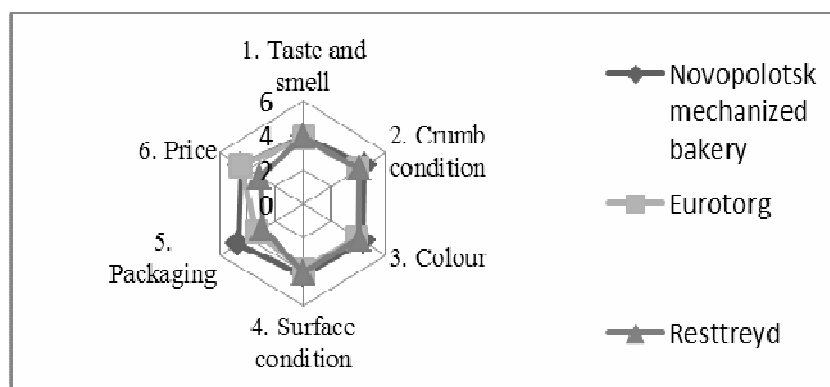


Fig. 1. The radar of competitiveness of rye-wheat bread Novopolotsk mechanized bakery, Eurotorg and Resttrejd

Source: developed by the author on the basis of [1].

Novopolotsk mechanized bakery produces competitive products of relatively high quality. To date, the bakery factory produces 12 types of rye-wheat bread pan and hearth, 3 types of wheat bread, a large number of bakeries. The factory is constantly working on updating the product range, improving technology in order to improve product quality and increasing the range of bread without preservatives and additives.

On the basis of the constructed table of competitiveness it can be concluded that the products of the Novopolotsk mechanized bakery are attractive for users in all respects. However, despite the slight advantage over its competitors, it requires constant work to improve the product to retain and expand its market share.

The main ways to improve the competitiveness of bread are shown in Figure 2.

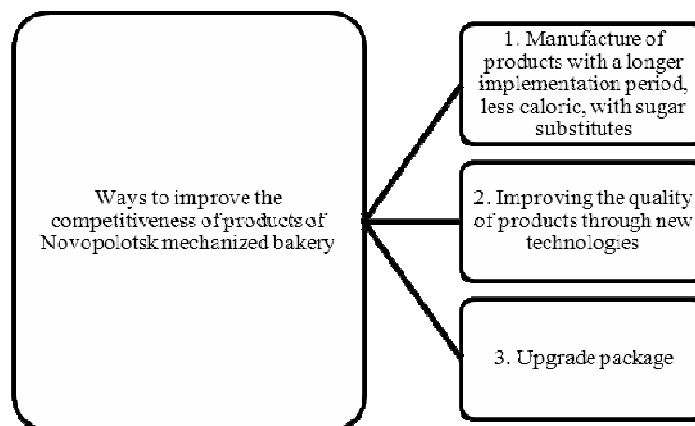


Fig. 2. Ways of improving the competitiveness of bread in Novopolotsk mechanized bakery

Source: developed by the author.

The proposed measures will positively affect the quality of products, to expand the range and enhance its visual attractiveness to the consumers.

The examination of the competitiveness of products in Novopolotsk mechanized bakery showed that there is a huge potential in improving the competitiveness of bread on market in the Republic of Belarus.

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