

COMPETITIVENESS AND METHODS OF EVALUATION OF MOTOR TRANSPORT ENTERPRISES

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The basis of market relations in road transport is the competition of enterprises for the transportation of goods, in order to obtain high profits.

To date, many definitions of competitiveness can be found in the economic literature. The term “competition” itself comes from the Latin word “concurrere” - "to collide" and is defined as a form of mutual clash of interests of all subjects of the market economy. In the most general sense, competitiveness is understood as the ability to outperform others, using their advantages in achieving their goals. S.I. Ozhegov interprets the term competitiveness as the ability to withstand competition, to resist competitors. R. A. Fatkhutdinov defines competitiveness as the ability of an object to withstand competition in comparison with similar objects in a given market. The study of the competitiveness of enterprises, proposed in the economic literature by the authors A. Voronov, A. Dementieva, I. Maksimov, M. Melnikova, A. Semenenko, S. Tsvetkova, etc., allows us to conclude that most often the concept of “enterprise competitiveness” is reduced to the ability of an enterprise to produce a competitive product. Currently, there are more than 30 definitions of the concept of company competitiveness [1].

The main signs of competition of road transport services: availability of competitive advantages of road transport services, categorical character, combination of diversity and openness of competitive road transport services, the transformation of rivalry between competing subjects of road transport into competition or integration. An objective assessment of the competitiveness of

the enterprise allows you to solve the following important tasks: determine the real position in a certain market, develop strategic and tactical measures of objective management, choose partners, attract the necessary investments, to draw up programs for the company's entry into new sales markets. However, this is possible only if there are suitable objective methods for assessing the level of competitiveness of enterprises.

The problem of assessing the competitiveness of an enterprise is complex, since it is necessary to take into account a wide variety of factors when determining it. Currently, despite the urgency of this problem, the methodology for assessing the competitiveness of an enterprise cannot be called sufficiently developed. The complexity of defining this category determines the variety of approaches to its assessment. There are four groups of methods for assessing the competitiveness of an enterprise: quantitative, quality, descriptive, mixed [2].

At the moment, there is no specific methodology for determining the competitiveness of an enterprise. There are many methods that assess competitiveness, but there is no single accepted methodology. Both foreign and domestic scientists have contributed to solving these problems.

References

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