

Abstract of the Article
«The Influence of the Products Competitive Ability
on the Building Enterprise Competitiveness»
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The current recessionary situation of the country encourages building enterprises to target their activities to the strategic and tactical goals that provide strong competitive positions and ensure the growth of the competitiveness.

The building enterprise competitiveness is the ability of a certain building enterprise to meet the needs of the selected target segments of the housing market, at least not worse than do other enterprises working in the same segment and offering either building products or high quality services to meet the same needs.

The competitiveness of the building enterprise depends on the competitive ability of the produced products. The building enterprise has its own specificity. Therefore the main challenge is the estimation of the enterprise competitiveness. This article submits a competitiveness management system that resolves the issues most effectively.