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## ПОВЫШЕНИЕ КОНКУРЕНТОСПОСОБНОСТИ ПРОДУКЦИИ

*Изучены и проанализированы главные аспекты, при введении которых может существенно увеличиться конкурентоспособность продукции на современных предприятиях.*

**Relevance.** In a rapidly globalizing world, companies cannot afford to stay at home. Increasing competitions provides incentives for firms to become more competitive. One way of pursuing competitiveness is through international expansion and outward foreign direct investment.

**The aim of the study.** Theoretical justification of main problems which are closely connected with increasing competitiveness.

**Main part.** As developing-country firms become more competitive through outward foreign direct investment, they can contribute to the competitiveness of their home countries by increasing national productive capacity and productivity.

Investing abroad may help a company to market a product or services in a particular country and to sell it more effectively there. Production abroad can complement production at home. If a company gains access to the natural resources it needs it can have a complementary effect on the business at home. Access to new technologies can increase the productivity, knowledge transfer and management skills of the investing company in its home country.

India's Ispat (a steel producer), for example, was able to grow rapidly through its internationalization. As it internationalized it was able to attract large, globalized customers such as steel users in the automotive industry, including General Motors. Rapid international expansion was the catalyst for attracting global customers.

In the case of Cemex (Mexico), it was the firm's rapid internationalization in the 1990's through the Spanish-speaking parts of the world that gave it a global perspective. This was reinforced through its innovative use of technologies. Cemex was using Global Positioning Systems that were unknown in the cement industry at the time.

Both Ispat and Cemex enhanced their competitiveness through internationalization. They were at the cutting edge of the globalization of their industries - steel and cement. Both companies started small but grew very large very quickly. This meant that they developed the characteristics of a global corporation, thinking and acting globally as they internationalized.

Imagine for a moment two movers trying to carry a rolled-up carpet, but neither paying attention to what the other person is doing. They each hoist an end to their shoulders, then try to walk off in opposite directions. They get nowhere, of course, and possibly end up dropping the carpet.

That's frequently the situation for the front- and back-office operations in small and medium-sized businesses (SMBs). They often operate as discrete, separate functions, with employees in their respective roles taking a tunnel-vision view of their own tasks. Front- and back-office personnel often don't work collaboratively to achieve company goals. As a result, the company moves in fits and starts, stunting its success and limiting competitiveness.

If yours is such a company, you desperately need to change your business objectives, processes, and behaviors and integrate operations to boost customer satisfaction, stimulate company growth, and gain market leadership. A computer networking system combined with front- and back-office business software applications can help you fill the integration bill.

Before you can integrate functions, you need to define them. Simply put, front-office functions are customer-facing and therefore require an understanding of customers and their needs. Good examples include sales, marketing, order entry, and customer service. Back-office functions are typically transaction- and rules-oriented, focused on the management and tracking of data. Accounting, finance, manufacturing, inventory, distribution, and shipping are examples of back-office functions.

A common problem among most SMBs is that they have not integrated their front- and back-office operations using a company network. It is therefore difficult for workers to share information easily across organizational boundaries.

As there is constant threat from foreign competition it is essential for business to strive to improve competitiveness.

Some determinants of International competitiveness:

- price relative to competitors
- productivity (output per worker)
- unit costs
- state of technology
- investment in capital equipment
- technology
- quality
- reliability
- lead time

- entrepreneurship
- exchange rate
- relative inflation
- tax rates
- interest rates

Also firms can increase their international competitiveness by:

- 1) Rationalisation output to get rid of high cost plants
- 2) Relocating to places where labour costs are lower.
- 3) Process innovation.
- 4) Product innovation.
- 5) Incorporating the latest technology into investment
- 6) Sourcing from abroad where appropriate
- 7) Seeking out new market opportunities
- 8) Improving relationships with suppliers and customer

**Conclusion.** In this way I suppose that modern enterprises must use all above-named aspects of increasing competitiveness in contemporary economic trends. The main thing is an international integration.

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### **ИСПОЛЬЗОВАНИЕ ШАХТНОЙ ВОДЫ ПАО «ДТЭК ШАХТА «КОМСОМОЛЕЦ ДОНБАССА» ДЛЯ ХОЗЯЙСТВЕННО- ПИТЬЕВОГО ВОДОСНАБЖЕНИЯ**

*Исследована технологическая возможность и экономическая целесообразность использования шахтной воды для хозяйственно-питьевого водоснабжения*

**Актуальность.** Донбасс, наиболее густонаселенный промышленный регион Украины, испытывает острый дефицит водных ресурсов, на одного человека приходится всего 120-400 м<sup>3</sup> питьевой воды, это в 15-20 раз