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THE ESSENCE AND PRINCIPLES OF COMPETITIVENESS OF CORPORATE PRODUCTS

Ключевые слова: корпоративные продукты, товар, услуга, ресурсы, организация, эффективность

Key words: corporate products, product, service, resources, organization, efficiency

Аннотация: Рынок отходит от традиционных способов решения проблемы конкурентоспособности к новым рыночным условиям, связанных с созданием бренда и формированием системы лояльных клиентов к корпоративным продуктам. В статье раскрыты сущность и принципы конкурентоспособности предприятия, содержание термина «корпоративный про-

дукт». Обоснованы принципы, функции, модель управления формированием корпоративных продуктов.

Abstract: The market is moving away from traditional ways of solving the competitiveness problem to new market conditions related to brand building and the formation of a system of loyal customers for corporate products. The article reveals the essence and principles of enterprise competitiveness, the content of the term «corporate product». The principles, functions, management model for the formation of corporate products are substantiated.

Corporate products are products and services or any research to develop information that is useful in connecting a product or service that is designed, developed and manufactured to quality standards in line with the demands of the customer. Most of the corporate products are shamelessly advertised and flaunted in order to capture a market with the hopes of increasing profitability and gaining patents. Today's environment accepts the success of the company if they can sustain competitiveness. The level of indicators of competitiveness is in relation to its country of origin or economy. Hence, the factors of competitiveness are considered under a macro market. In marketing of a Corporate Product, the strategy adapted must be in sync with the core values of the organization. This is the way brand is cultivated. These are the essence that would bind the existing brand to any revised brand, target new segments and to get stakeholders to buy in. In relation to the competitiveness of a corporate product within an enterprise is related to the foundation of the management concept that is applied to tackle the problem of competitiveness.

The founders of theories in relation to competitiveness have installed the need for competitive advantage, Porter's Theory of Competitive advantage and Hammel and Prahalad talks about feature advantage. Robinson speaks of the theory of price competitiveness. Chamberlain speaks of the theory of monopolistic competition. And so many other competing theories that have developed to establish the sustainability of a corporate product. The end study is to develop a conceptual principle to understand the principles that govern the growth of a Corporate Product. The theories will also look deeply at the principles for the competitiveness of a corporate product, to identify the components and the concepts that manage the corporate product and its competitiveness. The literature describes each of these components in one form of essence and principles [1–12].

The words essence and principles are used in two ways. It leads to an idea with scientific theory. Conceptual ideas are a belief that would lead to an essence that results in a scientific generalization in reaching the research objectives. The principles reflect the description of structural elements which helps formulate the idea through a conceptual framework that relates competitiveness to a corporate product. The system principles of competitiveness of a corporate product, a system management function of competitiveness in relation to the corporate product, a management model that have been used and compliance in relation to the corporate product,

management mechanism of competitiveness of that corporate product are saliently considered. The methodology is based on the study of the system approach that is considered both the essence and the principles. It is a position of economic cybernetics that is based on systematic aims, synergizing essence, and principles.

The essence and principles of competitiveness within an organization or its corporate products involves a formation and sustenance of competitive advantage of a product that is being offered to the customers. It influences the economic process and ensures competitiveness under strained conditions. There needs to be economic efficiency and resource efficiency in managing competitiveness. The principles of competitiveness are the rules of management has laid down in order to beat and manage such. Of the many concepts of competition, the primary concern is achieving a multitude of buyers and sellers within a market. The doctrine conquers the freedom of contracts which is a distinct approach to competitiveness. One of them that has been subdued is in relation to the doctrine of the essence of competitiveness. It is not in the actual number of sellers but in a free market entry it opposes, and any restraints imposed on freedom of contract in order to better market conditions. The main target of dominating concepts is in promoting control and fair competition. There are many doctrines that look at winners of the market. It is always convenient, to enter a market without any special innovation of a product. Those among them that are on good terms with the government, might be able to sell the product. Such sellers may even have the right and the discretion to disobey the principles of competition. If the sale is to be undertaken base on the features and character of the Corporate Product, then the demands of the customer must be met. For this purpose, the management of the organization must have its research and development in place. The technology must back the operations gaining on economies of scale.

It is evident that the elements that ensure a sale of the Corporate Product include management systems and object systems. These are the complementary process that adds value to the Corporate Product. It is a controlled management system that will encourage competitiveness. The management principles should be able to influence the production, manufacture and instigation of the Corporate Product that is needed to ensure that the organization grows economically. The economics of enterprise is namely emergence. These are the formation of the system properties. Equipotential where the system has its own structure synergism. A Corporate Product needs an effective function of the system. It must be hemostatic. It is the ability for the Corporate Product to operate within a long period of time without significant loss and targeted activities, the existence of general goal of functionalities. The principle is reliant on the staff. It is dependent on the organization responsibilities. Incentives the goals that have been set for the organization. The organization must establish a Resource Based View in developing human resource that is required to ensure the Corporate Product is competitive in the market.

It is also important to understand the governance process that will drive a Corporate Product to be profitable. The benefits of the Corporate Product would exceed the cost for a Corporate Product to go into production. Hence, the organization must make that initial decision. For this purpose, an organization to be interactive between the management and controls system. The economic cybernetic among the basic principles of management and the feedback received from its customers are vital. For this, there must be a continuous flow of information. Information is about object management. There must be diversity in a control system. This is referred to as the principles of interaction. The principles of the Corporate Product are more difficult to control because of a very tight management adapted. There is difficulty in the formation of management systems because there are times there is only a limited range of tasks and needs to be independent. It is evident that technology must support the competitiveness of a Corporate Product. Most often it is needed to stick to a disposition to control the systems through a structure of agreements.

If the Organization is to run a profitable venture the Corporate Product must the needs of the end customer. Information is the foundation of the management of demand. Principles of objectivity and reliability are the key to making a sale. It is clear and understandable that it is impossible to reach a target without having the features and characteristics and that is demanded by the customer. In the same manner, it is important to meet organizational goals. The principles of competitiveness along with the principles of conservation controls the setting of goals and achieving it in an efficient and effective manner.

Another element in management that needs to be considered in understanding competitiveness is the model of governance. It reflects elements of the management competitiveness system. Management competitiveness is defined as an activity that sets coherence with other related activities. The model of the Black Box is the basis of management in cybernetics. It involves information about the input resources as well as the output results. Competitiveness of a Corporate Product is a process of management. It requires resources and capabilities. It is a combination of resources. According to entrants of systems within an economic process which would require certain resources. Output results in activities of the enterprise which is competitive and effectiveness. Output signals depend on the features of structural elements. Separate competitive advantage is formed with the determination to find the flow of management information and develop the model of the Black Box.

The essence of a Corporate Product is its ability it must maximize value for its customers. Most of the Organizations use a cost advantage strategy by providing a large selection of Corporate Products at a low price. The Corporate Product is decided on strength and size of the manufacturer as well as the cost of the product. There are certain Organizations that will cut down on the extras that are offered to their customers and there are other Organizations that will add value to their Corporate Product. For most products the cost is kept low with the use of a cost competitive advantage. The product design uses cutting

edge technology. The elements and processes of competitiveness are attributed to the goals set by the organization. It includes possible ways of influencing and controlling the management systems to differentiate the Corporate Product. The product and service have a valuable, unique offering that creates loyal customers. These are the factors that help the Corporate Product gain market edge.

The main aim of the study is to understand the essence and principles of competitiveness of the corporate product. The concept of competitiveness among the corporate product moves the formation principles, functionalities function models, mechanism, of management. it takes into consideration the competitiveness to define the activities that are involved in the formation keeping a competitive advantage. The principles of management and enterprises are grouped with the aims of management, management systems, features, character, price advantage and their interactions. The system of management functions of competitiveness for a Corporate Product is best classified under management. There is planning, motivation, and control of an organization, the goals that are set to ensure stability and development, making a Corporate Product competitive. Functional models of management, competitiveness among the corporative product take into consideration the close look of management that controls a system that encourages the organization to act against the input ensuring competitive and efficient operations and meeting the needs of the customer.

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К ВОПРОСУ МАТЕРИАЛЬНО-ТЕХНИЧЕСКОГО СНАБЖЕНИЯ ОРГАНИЗАЦИЙ АПК

Ключевые слова: закупки, поставки, снабжение, процесс, материальные ресурсы, предприятия, аренда, лизинг, бартер.

Key words: procurement, deliveries, supply, process, material resources, enterprises, rent, leasing, barter.

Аннотация: В статье дан анализ терминов: закупки, поставки, снабжение. Исследованы теоретические аспекты процесса материально-технического снабжения.

Abstract: The article provides an analysis of terms: procurement, supply, deliveries. *The theoretical aspects of the process of logistics.*

В настоящее время термины «закупки», «поставки», «снабжение», «обеспечение» часто используют как синонимы. Они различаются по областям применения, но идентичны в функциональном смысле. Единого определения каждого термина нет. В некоторых литературных источниках применение термина «закупка» означает проведение разовой сделки для приобретения необходимых в данный момент материальных ресурсов. В этом случае этот термин характеризует оперативную (тактическую) деятельность отдела закупок предприятия.

Термин «снабжение» понимается как целостный процесс закупочной деятельности предприятия: определение потребности в материальных ресурсах и услугах, поиск, анализ (при необходимости организация и проведение конкурсных торгов) и выбор поставщиков, формирование деловых отношений с ними, переговоры по цене, качеству и прочим условиям, контроль качества поставляемой продукции и т. д. Эту деятельность можно рассматривать как стратегическую.