

*Section. Economic sciences*

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**DEVELOPMENT OF RECOMMENDATIONS FOR INCREASING THE  
COMPETITIVENESS OF PRODUCTS AND ENTERPRISES ON THE  
EXAMPLE OF PRODUCTS OF THE OPEN JOINT-STOCK COMPANY  
"MAYAK"**

The successful functioning of an organization depends, ultimately, on the level of competitiveness of products offered to consumers. The competitiveness of the product reflects its ability to more fully meet the requirements of customers in comparison with similar products of competitors in the market [1 - 2].

For assessment of competitiveness of production it is necessary to define the main competitors and consumers in the market. Some of the main competitors Open Joint Stock Company "Mayak" (OJSC "Mayak") are presented in table 1 [3].

*Table 1*

**Main competitors of OJSC "Mayak"**

<b>Name organizations</b>	<b>Location</b>
Perm Cardboard, LLC	614037, Russia, Perm Region, Perm, st. Bumazhnikov, 1
"The Nikol-Pak Factory", LLC	453700, Republic of Bashkortostan, Uchaly, st. Roofing, 1

Vyborg Cellulose, OJSC	188918, Russia, pos. Soviet Vyborg district of the Leningrad region., st. Zavodskaya, house 2
Sukhona PPM, OJSC	162135, Vologda Region, Sokol, st. The Soviet, 129
"Mari Pulp and Paper Mill", OJSC	425000, Russia, the Republic of Mari El, the city of Volzhsk, Karl Marx 10
"Selenginskiy CCC", OJSC	671247, Russia, The Republic of Buryatia, the Kabansky district, the settlement of Selenginsk
"Yaroslavl Paper", OJSC	150044, Yaroslavl, Prospect Oktyabrya, d.85

In this moment the enterprise is stay among the top ten largest paper industry enterprises in terms of papers production, and also in the top five for wallpaper manufacturing in Russia.

The enterprise well characterizes a wide range of products, continuous development of new types of securities, as well as high organizational efficiency and well-coordinated work of the team.

Thanks to a steady position of the enterprise in the market and the productive development strategy, OJSC "Mayak" is a reliable and perspective supplier. The main task is in that the consumers of production presented in the figure 1 have achieved optimum qualitative and economic results [7].

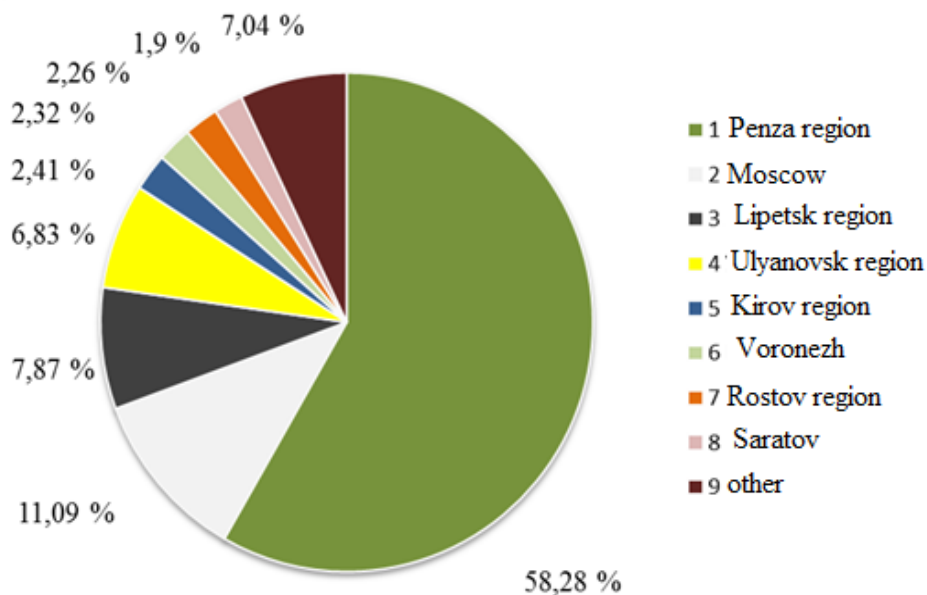
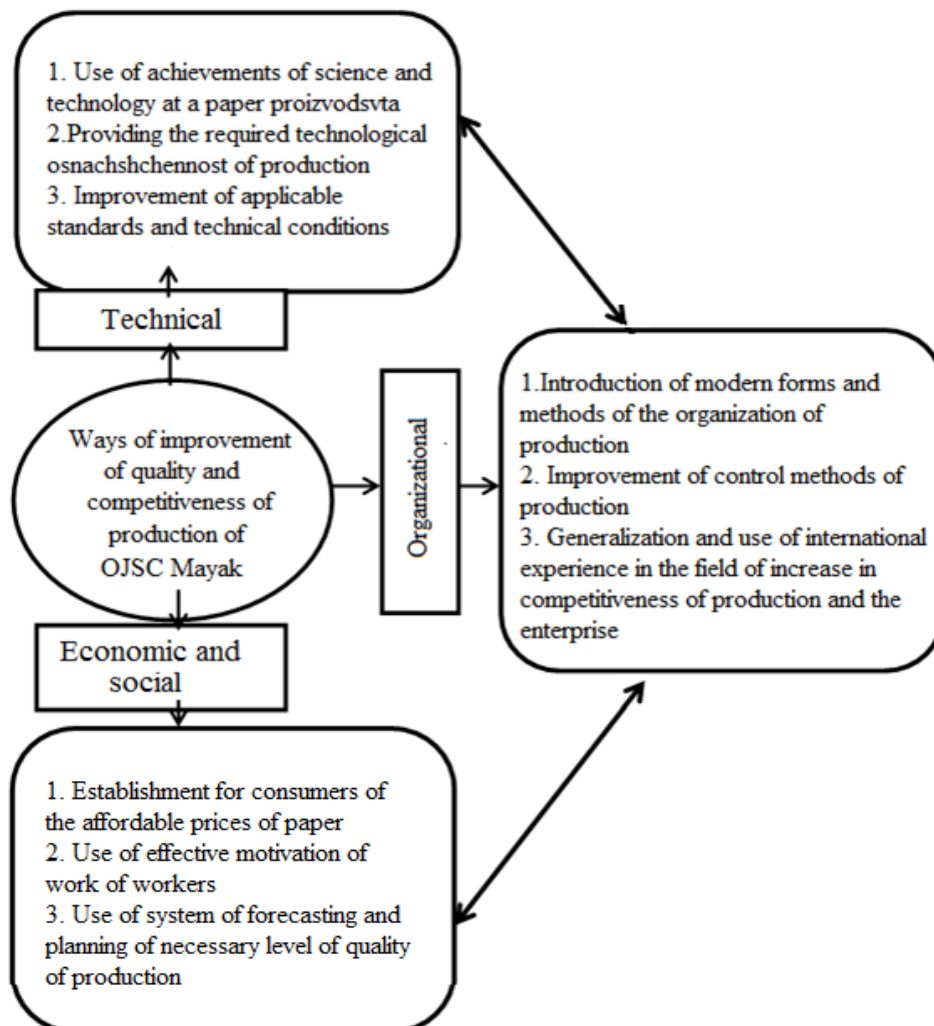


Fig. 1. The main consumers of OJSC "Mayak" products

Analysis of Figure 1 showed that the main consumers of the products are the Penza region, Moscow, Lipetsk region, Ulyanovsk region, Kirov region, Voronezh, Rostov region, Saratov.

The study of competitiveness necessitates the development of effective, easy-to-use tools, techniques that allow an enterprise to assess the level of competitiveness of its products on the market with a maximum degree of objectivity. In market conditions, an objective indicator of product competitiveness is the level of its quality. It is relevant for all types of products, because they have a set of properties that need to be changed depending on the purpose of the product. There are several ways to improve the quality and competitiveness of products in the enterprise (Fig. 2).



**Fig. 2. Ways of increase in competitiveness of production**

Only enterprise in which priorities are given to the quality and constant updating of the product range will have a long-term stable position in the modern consumer market. However, even when producing high-quality products and having a stable demand for it from consumers, as at OJSC Mayak, it is necessary to constantly take care of the quality of products and reduce its cost price. This makes it possible to guarantee the stock of the company's economic stability—that is, the ability, under the "attack" of competitors, to reduce the price of manufactured products, ensure profit, and preserve the investment attractiveness of the enterprise.

As recommendations about increase in competitiveness of production it is possible to note:

- 1) increase in productivity in production and stabilization of quality of production.
- 2) entry of the enterprise into new sales market or expansion of a niche in the market of the region due to development of production of new production.

As at this stage of economic development of the enterprise it is more favorable to apply the first option, we will analyze in more detail him an algorithm.

1. Diagnosing of a technological stream of production is carried out, and subsystems, the operations, processes limiting stability of a technological stream and quality of production are found.
2. The research of results of diagnostics is conducted, the reasons of insufficient stability and poor quality are established. Offers on their elimination are developed, costs of implementation of these offers and admissible effect of their introduction pay off.
3. Diagnosing of a technological stream is carried out repeated and the actual efficiency of the carried-out changes is estimated.

Following to the developed recommendations will allow to increase quality of paper, thus to increase the volume of her sales and to increase competitiveness of production, thereby having strengthened image of the enterprise.

### **References**

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