

ОСНОВНЫЕ НАПРАВЛЕНИЯ ПОВЫШЕНИЯ КОНКУРЕНТОСПОСОБНОСТИ БЕЛОРУССКИХ СТРОИТЕЛЬНЫХ ПРЕДПРИЯТИЙ

MAIN DIRECTIONS OF INCREASING COMPETITIVENESS OF BELARUSIAN CONSTRUCTION COMPANIES

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Аннотация

В настоящее время в Республике Беларусь у предприятий отрасли строительства имеются возможности для удержания конкурентных позиций и повышения конкурентоспособности, воплощенные в конкретных мероприятиях, которые можно разделить на три большие группы. В состав первой входят мероприятия, направленные на повышение конкурентоспособности строительной продукции исходя из предпочтений потребителя; второй - по повышению конкурентного потенциала строительного предприятия; третьей - по разработке и реализации конкурентных стратегий на рынке.

Abstract

Currently in the Republic of Belarus at the enterprises of the construction industry there are opportunities to retain competitive position and competitiveness, embodied in the concrete activities, which can be divided into three large groups. The first group includes measures aimed at the improving the competitiveness of the construction products based on customer preferences; the second one is to improve the competitive capacity of the construction company; the third group is aimed on the development and implementation of competitive strategies in the market.

Ключевые слова: конкурентоспособность, мероприятия, стратегия, предприятие, совершенствование, развитие

Keywords: competitiveness, actions, strategy, enterprise, improvement, development

Now high level of competitiveness is the main task of the Belarusian construction companies. One of the solutions is carrying out a complex of the

actions directed on increase of efficiency of functioning of the construction enterprise and improvement of its competitive position in the markets.

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The first group of actions may include: decrease of level costs per unit of construction production; product range diversification; improvement of technical characteristics; carrying out reasonable pricing policy and so on.

Improvement of production process, organizational activity and social policy, improvement of financial potential are urged to promote increase of competitive capacity of the construction companies.

Improvement of production and organizational activity includes: updating of fixed assets, improvement of their usage, and also revolving funds and areas; introduction of new production technology; strengthening of material base; effective use of scientific and technical capacity of the enterprise; ensuring certification; application of modern methods of management and organization of construction production; optimization of supply; reorganization of industrial and organizational structure and other.

Improvement of the use of financial potential includes: increase of investments efficiency; distributions of equity and borrowed funds, financial stability and solvency of the construction companies, growth of its business reputation; identification of reserves to decrease in debt receivables and payables; creation of innovative funds.

Improvement of social policy of the construction company includes: reduction of losses of working hours; professional development and social protection of workers; increasing productivity; realization of potential opportunities of the staff of the construction company on the basis of development of the motivational mechanism.

The third group contains actions for development and implementation of competitive strategies in the market, namely: market analysis and segmentation, target market selection and definition of the activity's terms on it , development and selection of competitive strategies , methods of product promotion , sales promotions , advertising concepts , improving the advertising effectiveness and other. Reserves use of state encouragement includes: improving the possibilities of using government programs to ensure competitiveness, the use of fiscal taxes, loans, grants, and other government grants. [2].

By this means, the Belarusian construction companies have a large set of tools to improve competitiveness. Their competent use will strengthen the

competitive position and will allow satisfying the requirements of consumers and market.

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КОНЦЕПТУАЛЬНЫЕ ОСНОВЫ ФОРМИРОВАНИЯ КЛАСТЕРНОЙ МОДЕЛИ КОНКУРЕНТОСПОСОБНОСТИ РЕГИОНА

CONCEPTUAL BASICS OF CLUSTERED MODEL'S FORMATION OF REGION'S COMPETITIVENESS

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Аннотация

В статье рассмотрены основные концептуальные положения формирования кластерной модели конкурентоспособности региона. Определены предпосылки и факторы, побуждающие к её применению. Дано определение кластерной модели конкурентоспособности региона. Приведены основные аргументы в пользу использования кластерного метода управления региональной экономикой.

Abstract

Main conceptual formation's positions of clustered model of region's competitiveness are revealed. Backgrounds and factors are determined, which are prone to use it. A definition of clustered model of region's competitiveness is given. Main reasons in the benefit of clustered method's usage of management of regional economics are determined.

Ключевые слова: кластер, конкурентоспособность, регион, модель, интеграция, глобализация, развитие, синергический эффект.

Keywords: cluster, competitiveness, region, model, integration, globalization, development, synergic effect.