

MANAGING PRODUCT COMPETITIVENESS AT THE ENTERPRISE

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In today's economic environment of globalization, economic instability, and rapid technological progress, a company's ability to offer competitive products is becoming a crucial factor in its long-term success. Competitiveness is not a stable characteristic: it changes under the influence of market dynamics, consumer preferences and innovation trends. Therefore, effective management of product competitiveness requires a systematic, strategic and integrated approach.

The relevance of the study is due to the high saturation of the professional kitchen equipment market, especially in the HoReCa sector, where consumer expectations are constantly growing and competition is intensifying both nationally and internationally.

The object of the study is the process of managing product competitiveness, and the subject is the methods and tools for improving it.

The practical part is devoted to the analysis of the activities of AS TIM LLC, a Ukrainian manufacturer of professional kitchen equipment.

The methodological framework includes a combination of quantitative (index method, weighted assessment) and qualitative (SWOT analysis, expert opinions) approaches.

The study confirmed that the competitiveness of products is influenced by both internal (product quality, innovation, pricing, service) and external (market trends, technological changes, customer preferences) factors.

AS TIM LLC, the only representative of the HENDI brand in Ukraine, professional kitchen equipment, maintains strong positions in the Ukrainian market due to:

- high quality and reliability of products;
- competitive pricing;
- strong reputation and service support;

However, several weaknesses were identified:

- limited product range, limited to a few brands;
- underdeveloped digital marketing strategy;
- low international visibility.

The study confirms that product competitiveness is a dynamic and complex indicator that reflects both the technical excellence of products and the strategic decisions of the enterprise. AS TIM LLC has the potential to strengthen its market presence by introducing innovations, improving customer service and exploring new markets.

The combination of strategic modernization, digital transformation and customer focus will allow AS TIM LLC not only to maintain its leading position in Ukraine, but also to successfully integrate into the European and global markets for professional kitchen equipment.

This approach will contribute to sustainable development, increased profitability and the formation of long-term competitive advantages.

List of references

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