



KEF-ANALYSIS OF THE COMPETITIVENESS OF THE WINE INDUSTRY ENTERPRISE

The purpose and scope of application

In the conditions of globalization of the economy, the priority is to ensure the efficiency of the activity and the competitiveness of the enterprises, that is, their effective functioning and economic security. This methodical approach to the analysis of the competitiveness of the enterprise is recommended for application at the enterprises of the wine industry, and can also be used at the enterprises of other branches of the food industry.

Main characteristics and the essence of the development

Methodological approach to the analysis of enterprise competitiveness is KEF-analysis, which allows to comprehensively analyze the competitiveness (the general indicator of the competitiveness and the assortment indicator of the competitiveness) and the effectiveness (the analysis of the efficiency of all existing types of ordinary activities in the enterprise, the effectiveness of certain types of operating activities of the enterprise, financial condition of the enterprise, the effectiveness of the activities of the enterprise marketing services and the effectiveness of the marketing events) of the enterprise functioning of the wine industry through a system of the indicators, to identify the reserves and to develop recommendations to ensure the competitiveness of the enterprise.

State of intellectual property protection

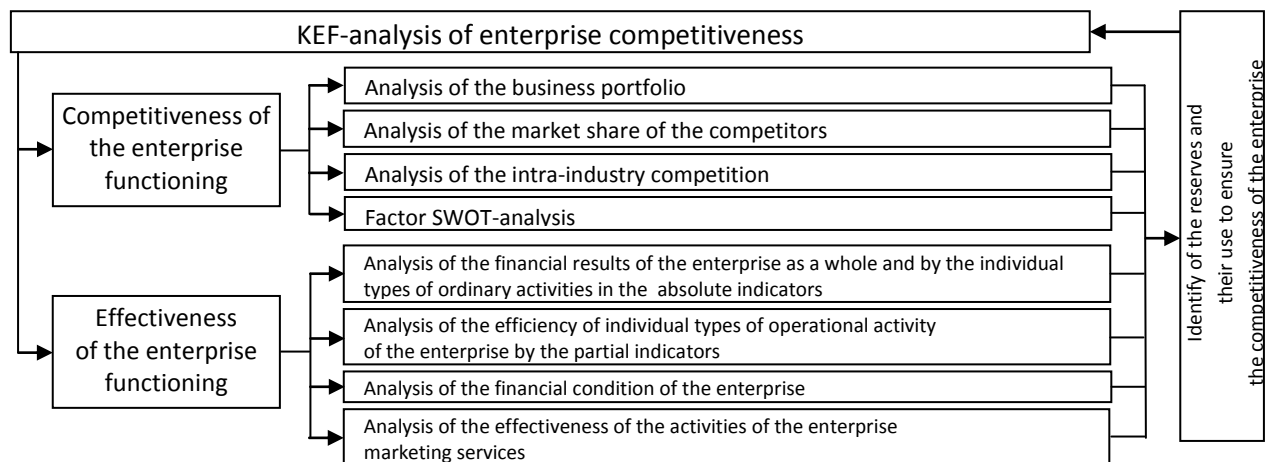
The research results are published in the monographs (in co-authorship), in the articles in the scientific journals and the collections of the scientific works, in the materials and the theses of the conferences.

Demand for the market

In the all modern enterprises of the food industry in order to ensure the development of management of their competitiveness.

Status and scheme of the development

The results and the proposals were introduced into the activity of the enterprises in order to develop the management of their competitiveness: LLC «Industrial and trading company Shabo», PJSC «Odesavinprom», PJSC «Odessa plant of champagne wines».



Structural scheme of KEF-analysis of the competitiveness of the wine industry enterprise