

Conditions for Ensuring the Competitiveness of Retail Service Enterprises

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Abstract:

This article shows how to increase the competitiveness of retail enterprises in the development of our country, develop and implement effective competitive strategies that cover all areas of their activity, and the reforms being carried out in this regard.

Key words: Trade enterprises, retail service, competition, strategy, competitiveness, competitivestrategies, differentiation strategy from competitors, customer focus strategy.

Introduction

In the conditions of modernization of the economy, the need to revise the main approaches to ensure the competitiveness of trade services enterprises in our country is mainly related to the unprecedented high share of foreign enterprises in the domestic services market.

Increasing the competitiveness of retail trade enterprises by raising the quality of trade services is of great importance in today's rapidly developing world. Effective use of marketing principles, development of advertising activities, promotion of sales and ensuring financial stability of the enterprise are very important in increasing the competitiveness of retail trade enterprises.

Research methodology. Methods such as systematic analysis, grouping, comprehensive assessment, logical and comparative analysis, statistical and prospective forecasting were used during the research.

Analysis and results. At the current stage of socio-economic development of our republic, the main issue of the development strategy is to ensure stable and rapid economic growth. Competitiveness of a number of retail service enterprises, targeted formation of investments and their effective use can be distinguished as factors forming the basis of this process.

Increasing the competitiveness of retail enterprises is a complex multifaceted task that covers all areas of their activity and requires the development and implementation of effective competitive strategies. Scientists evaluate the competitiveness of enterprises mainly in terms of tangible assets, while competition in the field of resources is moving towards competitive strategies. Trade enterprises strive to cover various customer segments as much as possible, for this purpose they have to develop several formats and sales channels in parallel.

In the modern environment, the competitive strategy should be supplemented with elements of the marketing strategy aimed at attracting and retaining customers. The main task of such a strategy is a detailed study of competitors, their offers and short-term development plans. And the

success of the strategy depends on customer focus. In today's environment, blindly moving in the market, offering an incomprehensible product to an unknown buyer, is ineffective.

Therefore, an important component of the success of the marketing strategy is the human factor, that is, the ability and skill of the leader. There are two steps to implementing this strategy:

- differentiation strategy from competitors;
- customer focus strategy.

As part of the differentiation strategy, mechanisms such as positioning, branding, product pricing, narrow specialization, innovation, and other tools that take into account the strengths and weaknesses of competitors are used to create the foundations of a successful business model.

While studying the characteristics of retail services, it is worth mentioning that the enterprises that provide retail services to the population are customer-oriented. Applying the principle of customer focus makes it possible to attract a buyer of a certain age with certain financial capabilities. Acting blindly in the market, not studying the needs of customers, offering an incomprehensible product to an unknown person is now equal to death for a trading company.

When implementing a customer-focused strategy, it is necessary to develop a set of measures to interact with customers and establish effective communication with them. Customer orientation is the main competitive advantage of a trading company and a means of differentiation from competitors.

In the conditions of strong competition, every retailer tries to introduce itself in the eyes of the buyer, using such a tool as a brand.

Practicing the principle of customer focus makes it possible to gain such a reputation as a brand. To understand the brand, it is necessary to distinguish between legal, psychological and economic approaches. From the point of view of consumer behavior, a brand is information about a product or service, a symbol, an image stored in the customer's memory.

In his book, James R. Gregory states that the brand does not have a tangible form, it cannot be compared to products, enterprises or organizations. We believe that a brand does not exist in the real world - it is a mental construct. A brand can be defined as the whole human experience, its perception of things, goods, manufacturers and trade enterprises in the field of services in general.

It should be noted that the terms "brand" and "branding" are not the same concepts, they can only be used to combine the stages of bringing goods to the market. From an economic point of view, the strength of the brand is an important component of the competitiveness of the retail service enterprise, which can be evaluated using economic indicators.

Building a successful brand is a complex, multifaceted task that encompasses all areas of a business. It should be remembered that the purpose of creating a brand is to evoke positive associations with quality, reliability, good service, reputation and belonging to a certain segment of the buyer.

Therefore, the analyzed methods can be associated with the implementation of a customer-oriented strategy aimed at studying the strengths and weaknesses of competitors in order to create the foundations of their successful business model. The main task of these methods is to focus on

the tastes and needs of the buyer. It is today that the increasing competition in the market forces enterprises to use a customer-oriented strategy.

Another important shortcoming in the formation of competitive strategies is the failure to take into account the rules of the corporate strategy, business characteristics, strategic goals, territorial scope of activity, the number of retail formats and channels, as well as the number of brands in the portfolio.

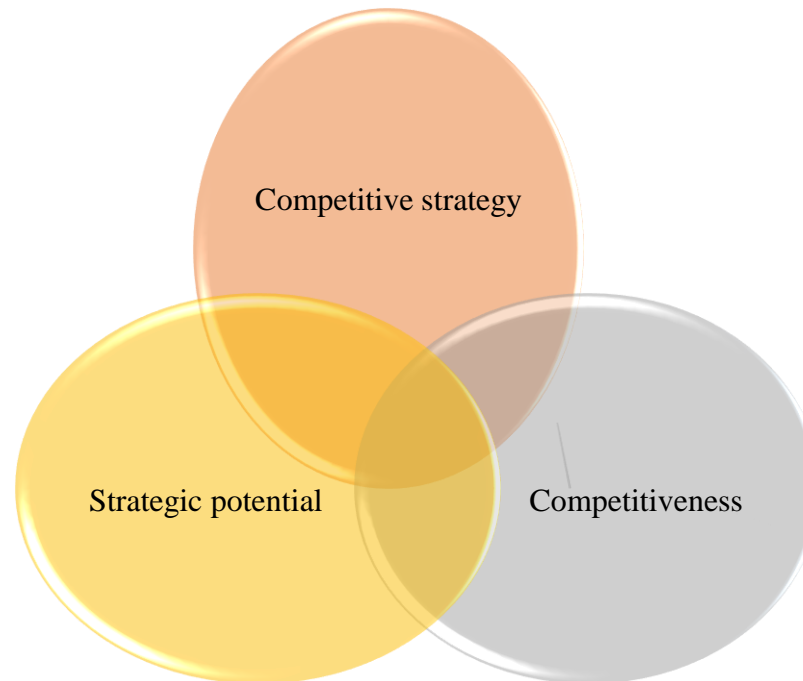


Figure 1. The relationship of dominant definitions (developed by the author).

Harvard Business School is a leader in developing the process of formulating competitive strategies. In particular, K. Andrews in his work "Business policy: text and cases" put forward an economic strategy formed on the basis of compatibility between market opportunities and firm opportunities at a certain risk level. As part of this economic strategy, a SWOT analysis of external and internal opportunities and threats of the enterprise was proposed, which in turn allows:

- identification of opportunities and threats;
- Creating a SWOT analysis matrix;
- selection of products and markets;
- formation of an economic strategy based on the available resources necessary for its implementation.

Conclusions and suggestions. In conclusion, it can be said that the main element connecting the aspects of competitiveness is the competitiveness of the brand. Building a successful brand is a complex multifaceted task that encompasses all areas of a business. It should be remembered that the main purpose of creating a brand is quality, reliability, good service, reputation, and the awakening of positive attitudes that belong to a certain segment of the buyer.

Thus, in market conditions, every enterprise in the field of retail services faces an important strategic goal - to strengthen competitiveness. If the right competitive strategy is implemented, it will be possible to turn the strategic objective into the bottom line.

To achieve this goal, the following tasks will be fulfilled:

- targeted formation of investments based on strengthening innovation and their effective use;
- development and implementation of effective competition strategies in order to increase the competitiveness of retail enterprises;
- effective use of marketing principles, development of advertising activities, promotion of sales and ensuring financial stability of the enterprise;
- to accelerate the competitiveness of retail enterprises based on the strategy of differentiation from competitors,
- integration and deepening of the level of customer orientation.

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