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## COMPARISON OF METHODS FOR DETERMINING THE COMPETITIVENESS OF ENTERPRISES TO DETERMINE MARKET STRATEGY

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### Abstract

*Competition is the driving force behind the development of objects and market players. The ultimate goal of any enterprise is to achieve certain results in a competitive struggle, depending on the competitiveness of the company's goods and services, that is, on how much they are better compared to their counterparts. The success of a company's competitive advantages can be assessed by fully assessing the strengths and weaknesses of the company's position in the competition and comparing the results of the analysis with those of competitors. Analysis can be done using analytical or/and graphical way. The article discusses key success factors (or competitive advantages) and on the example of the enterprise, the two of methods for determining the competitiveness (analytical, graphical) are compared.*

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Analytical Method, Graphical Method, Competitiveness

### Index Keywords

Key success factors, Dairy products, Enterprises

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