

FACTORS OF EFFICIENCY AND COMPETITIVENESS OF LIGHT INDUSTRY ENTERPRISES

ФАКТОРЫ ЭФФЕКТИВНОСТИ И КОНКУРЕНТОСПОСОБНОСТИ ПРЕДПРИЯТИЙ ЛЕГКОЙ ПРОМЫШЛЕННОСТИ

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Efficiency and competitiveness are interrelated and interdependent categories that determine the result of the operation of an enterprise. The article presents a classification of the factors that form the efficiency and competitiveness of light-industry enterprises. This classification is necessary for further analysis of the performance of economic entities.

Эффективность и конкурентоспособность выступают взаимосвязанными и взаимообусловленными категориями, определяющими результат функционирования предприятия. В статье представлена классификация факторов, формирующих эффективность и конкурентоспособность предприятий легкой промышленности. Данная классификация необходима для проведения дальнейшего анализа результативности деятельности хозяйствующих субъектов.

Keywords: efficiency, competitiveness, factors, light industry, enterprises.

Ключевые слова: эффективность, конкурентоспособность, факторы, легкая промышленность, предприятия.

Nowadays there are many theoretical views and concepts in the field of enterprise economics, affecting the issues of competitiveness and the effectiveness of their functioning. Economic efficiency is a generalized and universal category, applicable to any enterprise as a measure of the effectiveness of the use of all available resources. In modern economic science, an approach to understanding efficiency as an element of the competitiveness category has taken shape. The concept of competitiveness is defined through efficiency as "the possibility of effective economic activity and its practical profitable realization in a competitive market" [1]. Thus, from the content side, competitiveness is endowed with a dualistic character, acting as a result and an instrument for increasing the efficiency of economic activity [2].

When analyzing the efficiency and competitiveness of light industry enterprises, it is important to properly evaluate their factors. The factors of the enterprise's competitiveness are those production and economic and socio-economic processes and phenomena that affect the activity of the enterprise and change the level of its competitiveness.

The impact of factors can be positive or negative. The positive impact of these factors creates competitive advantages. Negative - becomes a problem for the organization. Identification of factors of enterprise competitiveness and their analysis are necessary to determine the strengths and weaknesses of its activities, as well as the activities of competitors. This helps to exploit the weaknesses of competitors and their own advantages.

Investigating the activities of enterprises in a certain industry makes sense to classify factors into general (characteristic for all enterprises) and specific (inherent to enterprises of a particular industry). For light industry is characterized by a close relationship of industry competitiveness and enterprise competitiveness. The presence of a branch infrastructure, a system of production, commercial, scientific and technical cooperation has a significant impact on the competitiveness of industry enterprises. So, in Fig. 1 the classification of efficiency factors and competitiveness of light industry enterprises is presented (Note – compiled by the authors).

The set of factors that shape the efficiency and competitiveness of an enterprise can be divided into groups [3]:

- the purposes of the enterprise;
- external factors, the influence of which can be direct and indirect;
- Internal factors that determine the ability of an enterprise to ensure its competitiveness.

In our opinion, the objectives of the enterprise, as a factor of its competitiveness, are the key basis, the core of activity. They represent a certain desired result of its functioning, the achievement of which requires certain efforts. The goals set reflect the enterprise's intention to increase its competitiveness in view of the opportunities found.

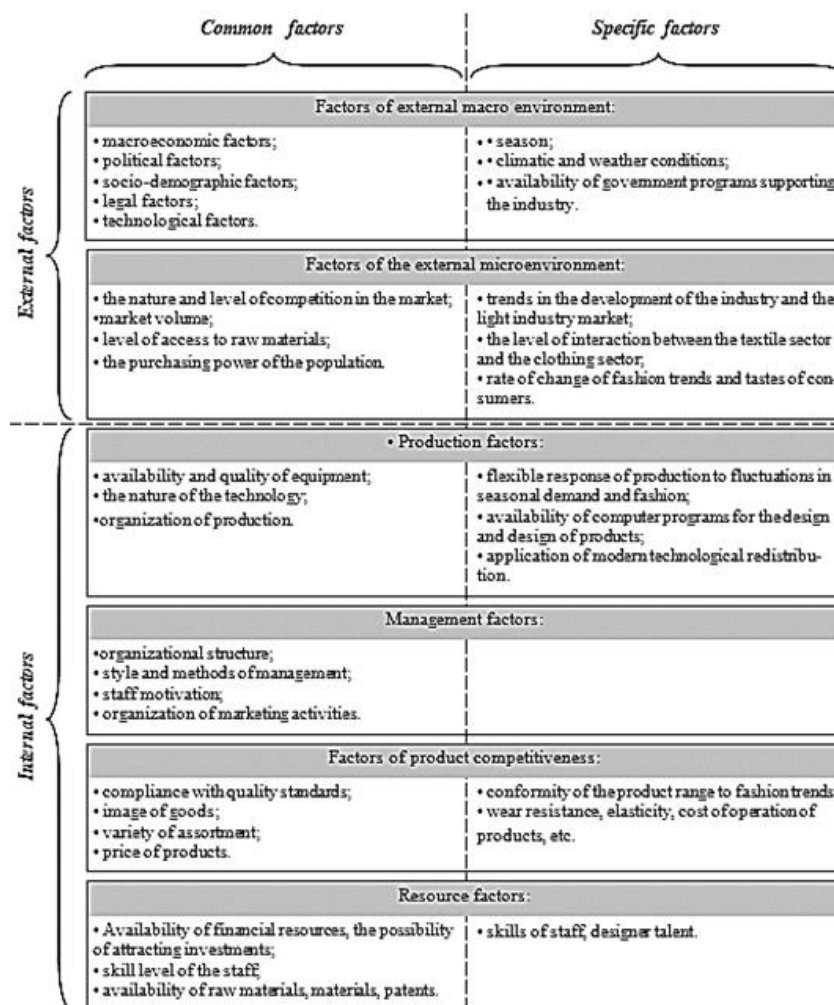


Fig. 1

Many economists offer the division of factors of competitiveness of enterprises into internal and external, depending on the source of

their occurrence. In the authors' opinion, since external external and macro-environment factors may be the source of external factors, it is

proposed to make a more detailed classification of the factors of efficiency and competitiveness of the enterprise, dividing them into external macro environment factors, external microenvironments and internal factors [3].

The source of external macroenvironment factors is the external macroenvironment. Factors of the external macro environment are those organizational, legal and socio-economic relations that affect the activities of the enterprise and in a certain way form the level of its competitiveness. This group includes political, general economic, legal, social and technological factors. The enterprise can not regulate these factors, but it is necessary to take into account their impact, which can be either positive or negative [4].

Factors of the external microenvironment are all parties interested in the enterprise's activity (except for the enterprise itself), that is, an external microenvironment. These include the market factors on which the enterprise operates. These factors can be analyzed using the model of M. Porter "5 competitive forces". These include: the intensity of competition, the market power of consumers, the market power of suppliers, the emergence of substitute goods, entry barriers to the market (ie, newcomers to the market). These factors have a significant direct impact on the activities of the enterprise and the formation of a competitive strategy.

Efficiency as an indicator characterizing this particular enterprise and allowing it to be compared with other enterprises is obviously primarily determined by internal factors, such as the resources that the enterprise has. Internal factors play a decisive role in shaping the competitiveness of the enterprise. In addition, they are manageable, the enterprise itself plans, forms and regulates them.

Internal factors are the criteria determining the ability of an enterprise to ensure its competitiveness. They are quite diverse and can be grouped as follows: 1) production factors (level of production organization, use of machinery and technology, level of maintenance, production relations, level of automation and mechanization of production, use of technical and human resources); 2) management factors

(organizational structure, communication system, management style, staff motivation, feedback, marketing management, logistics, foreign economic activity of the organization); 3) the competitiveness of the goods (quality, range, cost, technical level of products, service factors, guarantee system); 4) resource factors (availability of financial resources, availability and composition of personnel, raw materials, materials, energy carriers, technologies, patents, know-how).

The key factors for success in light industry are:

- ability to react quickly to changes in seasonal demand and fashion, tastes and preferences of consumers, the relevance of the color range, etc.;
- an opportunity to offer high-quality and inexpensive products;
- innovative aspect: the introduction of scientific developments, the use of modern methods of finishing products, the renewal of the range;
- the degree of interaction between enterprises to obtain a synergy effect.

CONCLUSIONS

Achieving competitiveness is extremely important, as it is the main criterion for the effectiveness of the enterprise. At present, many economists conduct research on competitiveness issues, which speaks of its importance and complexity.

Efficiency and competitiveness of the enterprise generates many factors that are traditionally divided into external and internal. It makes sense to divide the factors into general and specific, characteristic for the studied industry.

The analysis of factors of competitiveness of light industry makes it possible to identify key factors of success in this industry: rapid response to changing fashion and seasonal demand, the production of high-quality and inexpensive products, the use of modern methods of processing products, the use of synergies through strategic partnership between enterprises.

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