

**Revenko D.S.**

Candidate of Economic Sciences, Associate Professor,  
Senior Lecturer at Department of Economics and Marketing  
M.E. Zhukovsky National Aerospace University "Kharkiv Aviation Institute"

**Lyba V.A.**

Candidate of Economic Sciences,  
Senior Instructor at Department of Economics and Marketing  
M.E. Zhukovsky National Aerospace University "Kharkiv Aviation Institute"

**Zeida L.S.**

Student  
M.E. Zhukovsky National Aerospace University "Kharkiv Aviation Institute"

## **FORMULATION OF STRATEGIES OF INTERNATIONAL COMPETITIVENESS OF ENGINEERING COMPANIES**

The competitiveness of enterprises is an important factor in the future development of the production system of the country at the present stage of market economy functioning that determines the degree of the national economy involvement to international economic relations.

The purpose of the article is to develop mechanisms to improve the competitiveness of Ukraine's enterprises of building industry in the international market.

International competitiveness of enterprises reflects the adaptability to constant changes in the environment, and the ability to effectively use available internal resources.

The important stage of increasing the international competitiveness of engineering companies is the quality of the finished goods primarily associated with increasing importance of industrial products, machinery and equipment in the world market.

In modern capitalist economic conditions role of the state is steadily increasing, which requires a new type of global economy, new principles of international relations, new social values.

Enterprises that operate in the production and marketing to organize activities of

international markets should be based on the main factors of the achievement in international competitiveness. Also it should be considered that competitive conditions in the various industries in international markets are not the same. These factors include economic, political, institutional, human, cultural and educational, they can be split into two groups – internal and external.

On the basis of the study it can be concluded that increasing in the international competitiveness of enterprises is the basis for the whole economy. The main activities of increasing are the use of effective management, partial or full reconstruction of production, foreign technology resource. To improve the international competitiveness of domestic enterprises at first there should be created favourable conditions for development in the country by attracting investment, stable political situation in the country and stimulate entrepreneurship, reducing the tax burden.

Today, the competitiveness of enterprises and whole regions is determined by its importance in the scale of the international economy, and that is why strengthening the integration of enterprises into the international space is a priority of the state.