

**COMPETITIVE ADVANTAGES OF A COMPANY AND THE CONCEPT OF THEIR
FORMATION.**

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Abstract : This in the article competition advantage to choose by designating giver circumstances following drawing through enterprise from the potential of the products competitiveness and activity from the effectiveness difference Therefore , there is was from approaches different as a result , competitiveness appearance of being reasons as , not only enterprise with related internal about word is maintained .

Key words : industry enterprises , digital technologies , innovations , enterprise , profit , profitability , cost price , financial control , factors , digital economy , digital marketing , internet platforms , IT , electronic commerce , digital technologies .

The economy modernization destination - country economy update , fan capacity high was priority sectors develop based on country economy innovative develop on the way transfer , country national economy competitiveness increase and population growing , changing going needs full satisfy is considered . Current in the period international trade in theory in competition to advantage to achieve , to achieve hold stand problem first in place World in the market leadership out of hand not to give for , high good quality products offer to do and pricey to competition endure to give to the neighbor has to be need . Competitive advantage - commodity or of the brand to the firm his/her own directly to competitors relatively known one advantage giving characteristic and These characteristics (attributes) are extremely diverse to be and of the goods to oneself (main) service) and the main to the service additional services , work production , trade also applies to forms to be , and firm or to the goods typical boom possible . So , such advantage relative will be and goods in the market or market in the segment the most good to the position has was to a competitor relatively This is the most dangerous competitor privileged is called a competitor . Competition advantage to choose by designating giver circumstances following drawing through our vision possible . Competitor's relative advantage different factors with is determined . In general when you get it , this factors they to the body causing internal and external from the advantages come came out without two wide to the category separation possible . If competitive advantage of the goods separated standing to the qualities based If it is , it is called an " external " advantage , which adjectives expenses reduction or efficiency increase on account of buyer for valuable will be , consequently , external competitive advantage the firm's " market" increases its power , that is , it increases the market privileged to the competitor relatively higher sell prices acceptance to do forced can takes , because privileged competitor such separated standing adjectives cannot offer .

External competitive from advantage come outgoing strategy differentiation strategy is , this strategy in the company's marketing department to its know-how , there is from goods dissatisfied was buyers wishes determination and satisfying to the advantage relies on . If competitive advantage of the firm working release expenses , the firm in management to the advantage or from a competitor according to less at cost to achieve opportunity giver and " working" issuer for value " yield " doer to the goods based if so , then advantage " internal " advantage . Internal competitive advantage - to the firm more profitability bringer and him/her sale prices market or competition by to be reduced more at the level durable doer higher

" productivity " result . Internal competitive to advantage based strategy expenses according to advantage strategy is , it is mainly of the firm organizational and working to the " know- how" of production is based on . Competitive advantage come output and nature various was this two type often to each other right won't come , because they absolutely difference doer skill and requires culture .

Competitiveness analysis to do task strategic conclusions release and priority goals designation for to the firm this in bullets to settle opportunity from giving " The market is " power " on the axis place choice for previous in chapters seeing issued of the brand image research in doing taken from data use These studies are necessary . market acceptance to do the value measurement and price according to flexibility to evaluate opportunity " Productivity" gives analysis in doing experience curve from the line come exit or " market" intelligence "to do " service information into account to take it is necessary , this service competitors over observation installation task does . That's it . obviously , no one country goods and of services all types according to competitive to be possible not . No one country himself/herself for possible was competitive advantage always save to stand guarantee give can't . In competition to advantage achieve science , technology , technology news based on caught is entered and intensifying goes .

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