

## Economics

Increase of investment activity of the enterprise or organization is possible through improving the efficiency of real investment that is formed on two main stages - study or development of the investment project and implementation of the project. But the actual investment performance is shown only at the stage of operation of the future projects of the company.

Improving the efficiency of investment in the development stage of the investment project can be achieved by:

- reduction of term of project planning;
- Inclusion of progressive forms of the project realization in the draft;
- Widespread use where it is possible and appropriate of model projects that have already proved themselves in practice that will significantly reduce the costs of design, as well as dramatically reduce the risks;
- Using of the most advanced technology projects, taking into account domestic and foreign achievements;
- Equipping of the project department of the enterprise with computer-aided design systems;
- Enhancement of the overall technical level of project planning.

As part of the process of improving the investment policy of regulation of interaction between participants of the investment process should be formed on the principles of planning through investment projects;

- Provision of legal regulation of contractual relationships with local and regional organizations to delegate responsibility to them, including in the area of the planning;
- Liaising with the public through the media to the general demonstration of the proposed project in order to attract non-governmental organizations and the public to participate in deciding whether to implement it;
- Increasing the role and responsibility of the regions in the adoption and implementation of investment decisions [6].

In general, government policy of investment in the country should be aimed at the restructuring of the economy based on advanced technology, wide computerization, as well as new control systems, including the enhancement of the role and responsibility of regional authorities. Local authorities need to take an important role in regional planning, environmental policy and management of investment programs. They determine the social dimension of regional programs, population projections of regions, develop plans to create jobs and the necessary objects of social and industrial infrastructure, as well as deal with issues of contracting, designers, investors and business partners.

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# **DISTRIBUTION CHANNELS DESIGN AND MANAGEMENT ON CJSC «BELGEE» IN DOMESTIC MARKET**

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*The article presents the ways of delivery Geely cars from the manufacturer CJSC «BelGee» to the end customers in the Republic of Belarus. Also it describes dealer network «Geely» in Belarus and presents the supply chain of finished products CJSC «BelGee» from raw material supplier to the final consumer in the Republic of Belarus, also here is given a short statistic review of the «Geely» cars sales in the domestic market.*

The finished products of the enterprise CJSC «BelGee» are distributed within the Republic of Belarus with the help of a dealer company. In this case, the company CJSC «BelGee» acts as the distributor and conveys the right of ownership on the finished products to the dealer company according to the dealer agreement when selling. The dealer also gets the demonstration cars and all necessary service items. Finished products are delivered by trucks to the warehouse of the dealer company and then distributed to «Geely» car showrooms. The dealer's warehouse is a platform under the open sky or under the shed, here cars are situated, prepared for distribution to «Geely» car showrooms, and the warehouse stocks of vehicles.

In its turn, the dealer has to:

- Look after the warehouse stocks of vehicles and fill it up on time;
- Advertise and promote sales in all possible ways (for this purpose, the dealer companies has a marketing Department ;
- The dealer has no right to involve third party to the vehicle service, its warranty and repair;
- Conduct surveys among customers in order to understand whether they are satisfied or not;
- The dealer has no right to resell the cars to other dealerships;
- The dealer has no right to purchase products from anyone except CJSC «BelGee»;
- The dealer has to create a separate organization that will provide the vehicle service, its warranty and repair.

The warranty applies to the cars which were purchased by private persons within 38 calendar months or 100 000 km of run, depending on what comes earlier. For cars which are purchased for commercial purposes, warranty service applies within the 14 calendar months or 150 000 km of run, depending on what comes earlier.

The warranty does not apply to the spare parts and components of the vehicle, as well as to the works associated with the elimination of defects which are not manufacturing defects, but have been caused by normal deterioration of the vehicle.

The supply chain of finished products CJSC «BelGee» from raw material supplier to the final consumer in the Republic of Belarus is presented at the figure 1.

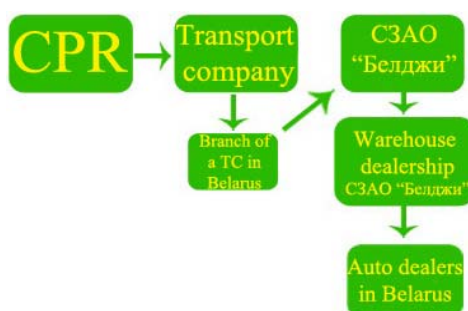


Fig. 1. The supply chain of finished products CJSC «BelGee» from raw material supplier to the final consumer in the Republic of Belarus

Source: own development based on the data obtained in the organization

The dealer centers (car showrooms) are situated in all regional centers of the Republic of Belarus, as well as in Polotsk, Bobruisk, Borisov and Baranovichy [1].

The scheme of information flow between distributor and dealer is presented at the figure 2.

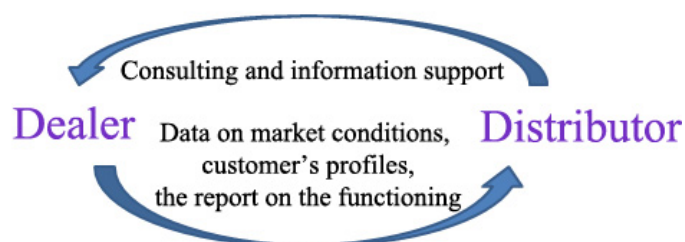


Fig. 2. The scheme of information flow between distributor and dealer

Source: own development based on the data obtained in the organization

The analysis of new car market segments in the Republic of Belarus in 2014 is presented in the table.

Table – The analysis of new car market segments in the Republic of Belarus in 2014

Class of the car / The car brand	The number of cars sold in 2014, units
<b>A – superminis</b>	
1 Citroën C1/Chevrolet Spark	1/1
<b>B – small class</b>	
1 VW Polo	2247
2 KIA Rio	1438
3 Renault Logan	830
<b>C – small medium</b>	
<b>1 Geely SC7</b>	<b>1238</b>
2 Nissan Almera New	852
3 Skoda Rapid	620
<b>D – medium</b>	
1 Skoda Octavia	534
2 Peugeot 408	379
3 Mazda6	165
<b>E – upper intermediate (business class)</b>	
1 Toyota Camry	236
2 Skoda Superb	135
3 Audi A6	54
<b>FI – executive class</b>	
1 Mercedes-Benz S-class	48
2 BMW 7-series	11
3 Audi A8	8
<b>HI – roadsters / cabriolets</b>	
1 BMW Z-series	2
2 Porsche Boxter	1
<b>I – Estates of increased permeability</b>	
1 Subaru Outback	27
2 Audi A6 Allroad	7
3 Volvo XC70	6
<b>J – SUVs</b>	
1 Lada 2121	619
2 Chevrolet Niva	175
3 Toyota LC Prado	104
<b>K1 – lightweight crossover</b>	
1 Renault Sandero Stepway	1317
2 Renault Duster	1153
3 Nissan Juke	246
<b>K2 – medium crossover</b>	
1 Nissan Qashqai	456
<b>2 Geely Emgrand X7</b>	<b>453</b>
3 Toyota RAV4	418
<b>K3 – heavy crossover</b>	
1 KIA Sportage	501
2 BMW X5	153
3 Toyota Highlander	101
<b>L – minivan</b>	
1 Renault Lodgy	127
2 VW Touran	35
3 Chevrolet Orlando	34

Source: the source [2].

Conclusion: as we can see from the analysis of the new car market segments in the Republic of Belarus in 2014, the products of CJSC «BelGee», namely Geely SC7 and Geely Emgrand X7 have high selling positions in their class. Geely SC7 has a leading position in sales of C-class cars with a margin of 386 sold units. Geely Emgrand X7 has the second place in sales of class K2 cars, trailing by only 3 sold units from the sales leader Nissan Qashqai. This analysis suggests that the products of CJSC «BelGee» are competitive and very popular among Belarusian customers.

Thus, it can be concluded that the finished products of CJSC «BelGee» are very competitive not only in the foreign market where the organization supplies up to 90% of all products, but in the domestic market of the Republic of Belarus as well, providing high sales in the concrete classes of the car.

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### THE ANALYSIS OF THE EXISTING METHODOLOGY FOR ACCESSING THE COMPETITIVENESS OF AN ENTERPRISE

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*The investigation and the analysis of the existing methodologies to assess the competitiveness of the enterprise have been made in the article, the existing classification of the methods for assessing the competitiveness has been studied, own classification has been provided.*

Currently, there is a great variety of methods for assessing competitiveness. It is an important indication that the competitiveness can be of varying complexity, not only that of an enterprise, the concept is complex and multifaceted. So that there can exist that only aspect, being raised to the top of the competitiveness of the object. However, the existence of a large number of methods should not be misleading; despite the fact that there are many techniques most enterprises do not have effective approaches to the definition of basic indicators of competitiveness [1]. It may be due to a lack of theoretical development of the subject, and is largely due to the difference between the existing approaches to their study and the lack of overall system.

To preserve the integrity and consistency, the review of the existing methodologies to assess the competitiveness of enterprises should start with a study of the classification of the methods for assessing competitiveness. The existence of a variety of methods caused the existence of many approaches to their classification. We have examined the views of various authors, based on the study of special economic literature, and have formed the following classification (Fig. 1).

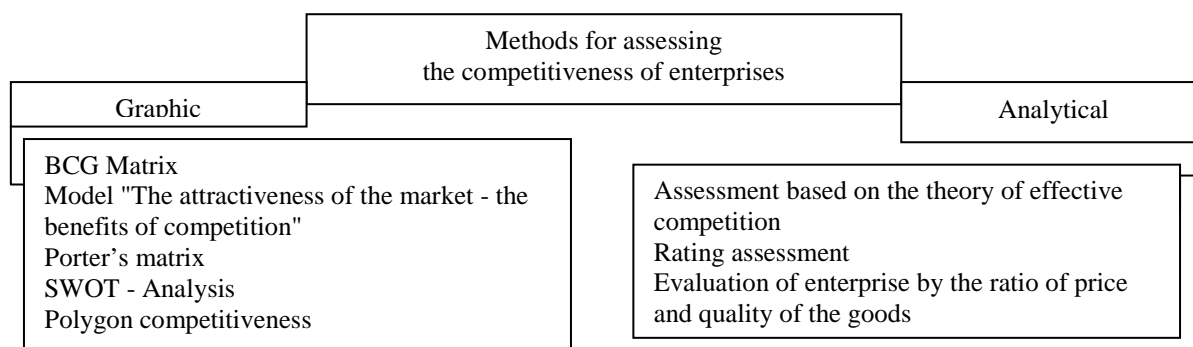


Fig. Methods for assessing the competitiveness of enterprises

Source: own development on the basis of source [2].

It should be noted that this classification is the most common, as some writers in particular classify graphical methods more narrowly breaking away group matrix methods (among shown in Fig. 1 by the matrix are all but a method based on the use of the polygon of competitiveness). However, in our opinion, such a division hasn't got a fundamental nature, separating homogeneous graphic techniques from each other, based on the presentation of information.