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 METHOLOGY 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).
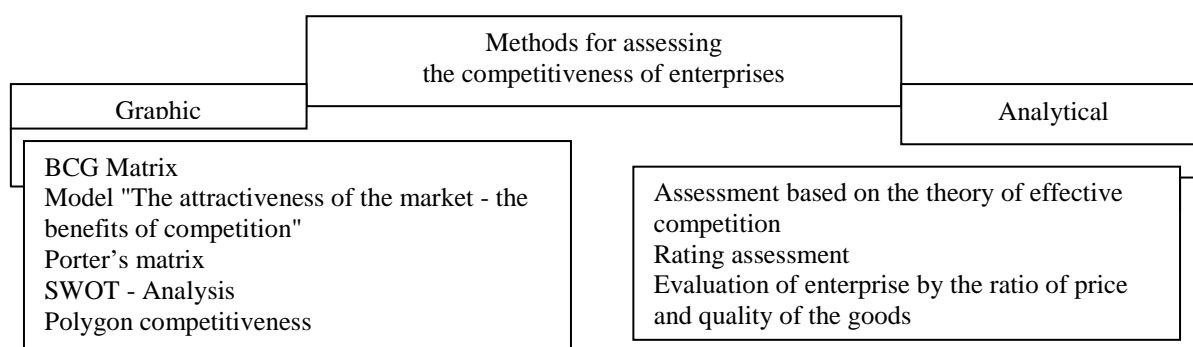

Fig. Methods for assessing the competitiveness of enterprises

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.

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The review and the analysis of the existing methods of evaluation and management of the competitiveness required a special study of the economic literature. Further data were systematized and processed by the author. Comparative characteristics are presented in Table.

Table – Comparative characteristics of the methods to assess the competitiveness of the enterprises

Author / Evaluation method	Characteristic	Advantage	Disadvantage
1	2	3	4
Methods of analysis of the potential competitors (Porter matrix).	The technique is interpreted by the author as a basis for building a competitive strategy, that is the author considers exclusively as a tool to assessment of possible retaliatory steps of competitor for the most thought-out and strategically competent competitive strategy	The technique aims only at the competitiveness in terms of the behavioral approach	The disadvantage of this method of valuation of competitiveness is the focus and methods of evaluation categories to identify potential or the existing incentives to rebuild the organization of conduct of a competitor by the steps that might worsen their own position in the market. The technique does not involve assessing the current state of its own financial indicators and indicators of a competitor. and aimed only to the competitiveness in terms of the behavioral approach
Matrix "Growth – market share" (matrix method BCG – The Boston Consulting Group)	Matrix "growth-share market" is based on an assessment of the rate of industry growth and the relative share of the market to identify the most competitive firms, that is such company, which has the largest share of the market ,h as the highest competitiveness	The simplicity of construction and representation. Segmental evaluation of the competitiveness of the organization in the industry, an attempt to consider the competitive environment. Evaluation of the financial indicator: produced net own funds required for operations of the organization. Evaluation through occupied market share	Evaluation of the single financial measure. The absence of a direct indicator of competitiveness, but only occupied the industry's position
SWOT-analysis	Action matrix algorithm is aimed at the analysis and choice of pairs of internal and external strengths and weaknesses of the organization, making the resulting matrix components. Matrix SWOT is the final stage of the SWOT-analysis, it allows to make competitive strategy with tactic and strategic aims	The method allows to create competitive strategies of the organization. The method is not static, it allows to make the strategy of behavior both tactical and strategic order. Can be regarded as external and internal factors that contribute to the competitiveness of the organization	The absence of direct indicators of competitiveness. The complexity of determining the source of information for the final round, as well as the complexity of the conduct of the final stage, which places high demands on the competence of the analyst

Table Continuation

1	2	3	4
Model "The attractiveness of the market – the benefits of competition"	x	It allows to determine the position of the company in relation to other competitors; develop further strategies	The model is static. It is difficult to evaluate the quality characteristics
Polygon of competitiveness	The essence of this method is to compare own enterprise with competitors by plotting the polygon of competitiveness. It shows the position of the company and its competitors on the most important areas of activity, which are represented as vectors	The simplicity of the method allows for quick analyze the situation of the company with respect to competitiveness	No forecast for the enterprises-competitors opportunities improve their operations
The method, based on an assessment the production of the enterprise, in relation to price and quality of the goods (described by E.I. .Mazilkina)	For evaluation criteria of competitiveness of goods takes the value for money. Quality indicators can be measured at the same time in various ways, such as the warranty period of use is technically sophisticated products	x	x
The method based on the theory of effective competition	According to this theory, the level of organization of the work all departments and services of the enterprise directly influences its competitiveness. The index the high competitiveness is the best organization of work all services and departments	Assessment of the most important indicators of the organization. The ability to get an idea of the strengths and weaknesses of the organization, as the output estimate is obtained by evaluating the specified components	x
The method of evaluation of goods, the organization and its competitors (developed by R.A. Fahtutdinov)	A distinctive feature of this table is a comparison the data collected in terms of 3-4 competitors with the data on their own competition on this indicator. Data on self-competition are evaluated actual and forecasted	The possibility of comparing their own competitive position with close competitors, as well as indicators of the company's internal forecast. Evaluation of the competitive environment. A wide range of parameters for assessing the competitiveness of enterprises	High dependence on the input data. The difficulty of collecting and grouping data on all reducible valuation parameters

Source: own development on the basis of source [3–5].

Analyzing the data presented in Table, we have come to the following conclusions:

1) The existing methods for evaluating the competitiveness of enterprises are characterized by a wide range of research tools. The evaluation goes through competitive analysis of a wide range of included categories;

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2) The most discussed and analyzed techniques are not intended to assess the competitiveness of the organization, but narrowly specialize in assessing the competitiveness of the competitors (M. Porter, E.I. Mazilkina);

3) Some of these methods are based on a narrow definition of competitiveness and are applied strictly to the product, which is indicative of incomplete coverage of assessing the competitiveness of the enterprise;

4) Each of these methods is of a matrix or of an analytic type, which in terms of the completeness of an estimation of the competitiveness is not fully investigated to evaluate the competitiveness of the enterprise.

5) The high dependence of many methods on the input data should also be noted, such as the rating assessment, which is presented in the article by the tabular method developed by R.A. Fahtutdinov)

The most general conclusion that can be made with the consideration of the proposals suggested by the author of the article must include the following theses:

1. All of the methods discussed in the article are reduced to two (three) the most extensive groups: the analytical (or calculated) and the matrix (a part of which it is possible to allocate graphics directly matrix) ones.

2. Each of the proposed groups of the methods has their relative advantages and disadvantages:

a) Benefits matrix methods are easy to use, of a universal category, inherent in the essence of the method for the evaluation of competitiveness, however, the most significant drawback is also the input data or the direct criteria which are used to assess competitiveness;

b) The most common disadvantage of the analytical (calculation) method is also the dependence on the input data, which, in relation to this type of method, can be interpreted as the dependence on the subjective assessment, because the data for this type of method is often obtained by an expert;

c) Based on the mentioned information and two postulates above, we can conclude that the most efficient method is the use of the combined methods of the estimation of the competitiveness which allows to reach a more detailed assessment of the competitiveness considering a greater amount of the evaluation criteria, as well as eliminating the subjectivity of its assessment.

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UDC 331

EVALUATION OF LABOR POTENTIAL OF THE REPUBLIC OF BELARUS

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The article presents definition of the category "labor potential", the results of analysis and assessment of labor potential development in Belarus based on the classification of its components after B.M. Genkin. Also here is given the conclusion about problems for development and use of labor potential in Belarus in the process of the knowledge economy formation.

Introduction. Labor resources, with its qualitative and quantitative indicators, have a special role in the economic development. Qualitative characteristics of labor resources are inextricably linked with the concepts of human potential and labor potential. Human potential – is the combination of qualities of an individual person, formed under the influence of social forces and interaction between society and individual. Labor potential – is the sum of all employment opportunities for the individual, as well as for the various groups of employees in the society. Labor potential characterizes the quality of labor resources and their potential, as well as the number of labor resources. As the human resources and their labor potential become the main source of the society development, here appears a relevant task of labor potential analysis and evaluation.