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INCREASE OF COMPETITIVENESS OF THE ENTERPRISE (EXAMPLE OF THE OIL PRODUCT MARKET)

Abstract. Today, the issue of competition is the main problem of a modern market economy. That is why there is a need for search and development of new methodological approaches in improving the competition mechanism of organizations involved in various areas of production activity, and processing enterprises in particular. In the current environment of business administration, it is necessary to develop new scientific approaches in identifying and substantiating indicators, strategies, analysis methods and evaluating the competitiveness of enterprises. During the period of development of the post-industrial economy there is a need in determining the formation of production potential and increase the competitiveness of the company, which shows the relevance of the studied problem. The aim of the study is to develop practical recommendations to improve the competitiveness of the company in the oil market.

Keywords: competition, competitiveness, oil products market, questionnaires, SWOT analysis, marketing research, efficiency.

Introduction. The competitiveness can be called the most important moment in reaching the top in any entrepreneurial project that is beneficial to cooperation. This definition is very versatile, and it should be understood as a comparison of what the company produces in the form of specific products and how these products can meet the needs of customers.

It should be borne in mind that goods should not only fit their parameters, but also need to bring together the requirements of the market and the commercial sector to obtain the greatest effect.

It is required to develop new scientific approaches to the identification and justification of indicators, strategies, methods of analysis and assessment of the competitiveness of enterprises.

The way we apply the aspects that are significant for management and the conditions that enterprises face is what makes it possible to identify how strong the company is in the field of oil products sales.

To study the theoretical provisions of the studied object, it is necessary to turn to the experience of conducting and studying similar works in the field of increasing competitiveness in various markets of Kazakhstan and make efforts to correctly formulate the main idea, which is associated with the importance of such a study. A deeper study of foreign literature on improving competitiveness is necessary in order to put into practice the best of them with the aim to an effective policy of economic development.

Without competitive products, there cannot be an effective activity of an enterprise, the success of which is largely determined by the conditions of the region where it is located, by the involvement of enterprises in the national economy [1].

Modern theories of competitiveness are conditionally divided into three types: theories of American, British and Scandinavian schools of science. Developed by researchers, these approaches have quite successfully been used in business [2]. The development of this factor in Kazakhstan determined at this stage of development of Kazakhstani society the importance of the economic component of any life concept. Since the economic sphere being systemically important, this fact has its own significance [3].

The concept of competitiveness in domestic economic science until recently was a poorly developed category, due to the following objective reasons:

- changes in Kazakhstan were not supported by research;
- the problems have become versatile;
- the industry has sufficient experience [4].

Research methods. To solve this problem, we used the methods of comparative and SWOT analysis, conducted a selective study of participants in the target market, studied the theory and practice of organizing management in enterprises.

The results of the study. Having set the goal of the study to assess the company's competitiveness, it is necessary to conduct a detailed analysis of its current state. It is obvious to us that the competitiveness of a product or service is a relative concept and we need to talk about it only in comparison with another object. We evaluate the competitiveness of the enterprise under study using well-known practice methods.

Having covered the study with a large number of subjects and partners of a company immediately in the entire market for these services, we can compare the competitiveness of competing firms operating in this market.

The method includes [5]:

- 1) selection of assessment indicators or customer requirements for the service;
- 2) assessment of expected results based on the expectations of the firm's customers;
- 3) a comparison of the marketing aspects of the company relative to competitors;
- 4) determination of the main parameters to increase competitive advantages.

We used the following sources of primary data: questionnaire survey, observations and sample measurements, data from statistical agencies on the market of fuels and lubricants of the Southern region.

For customer surveys, requirements or wishes of customers were set, which were ranked depending on the degree of their priority by interviewing the population using the services of our company.

The study involved over 100 consumers who applied to the LLP. A questionnaire was prepared, and the results were entered in the intermediate and final tables. The calculation was carried out by assessing the importance of each indicator using statistical methods. The processed data obtained as a result of a survey of the company's customers indicate that there is an elastic demand of customers for the company's pricing policy.

Over 55% of the respondents said that the price component is important for them, for 12% - the communication policy is important, more than 20% noted quality in the first place. To assess the competitiveness of the company, we will evaluate its real position in the oil products market.

The survey was conducted using the questionnaire (table 1).

Table 1 - The results of the survey

Position	Rating (1-5)
Price range	4,2
Quality difference	3,9
Market Coverage Opportunities	4,33
Communication policy	4
Location	3,8

The question of how often customers resort to the services of gas stations, more than 30% noted that once a month, 25% - once every two weeks, the largest number of customers 40% - often use the services.

As an advantage, one can note the fact that more than 80% of respondents are satisfied with the quality of services provided by the studied company. The convenient location of gas stations was noted by about 60% of customers.

In the age context, the main clients of the company are men with higher and secondary specialized education aged 20 to 50 years.

The study of customer loyalty revealed that it is the price factor that is important and comes first in the scale when choosing the services of the gas stations.

Among the factors influencing the choice of a gas station, the survey participants named the quality of services, the price is shown below and only after that aspects such as its range and location were taken into account.

Competitive firms are an important factor for studying and monitoring them allows you to see the peculiarity of the customer's requests and respond to them in time [6].

Two networks of gas stations were identified as the main competitors of the company under study (table 2).

The choice fell on them for the following reasons:

- a) proximity to our company;
- b) a similar range of services for the sale of petroleum products;
- c) adequate and similar pricing policy.

Table 2 - The competitiveness of companies in selling petroleum products

Property	level	Score		
		Company A	Company B	Company C
Price range	0,40	5,0	5,0	4,0
Market Coverage Opportunities	0,10	5,0	4,0	4,0
Discount availability	0,10	3,0	4,0	4,0
Quality difference	0,15	5	4,5	3,8
Communications (brand support)	0,15	3,0	5,0	3,0
Location	0,10	5,0	4,0	4,0
Overall rating	1,00			

The location of all firms is mainly the proximity of industrial enterprises (private firms), ease of parking, good access and exit.

Thus, as a result of counting by the criterion, we have the following:

- Company A - 4.40 points;
- Company B - 4.55 points;
- Company C - 3.85 points.

The management of the company got the opportunity to look critically at the results of their work and pay attention not only to the volume of sales, but also to other related tools.

The SWOT analysis is still a reliable means of assessing the status and advantages of the company, we are used to presenting it as the ratio of the pros, cons, expectations and anxieties that certainly accompany each company in the market (table 3).

Table 3 - SWOT analysis of company A

1. Opportunities	2. Threats
<ul style="list-style-type: none"> - company services should be better and provided faster - it is necessary to pay attention to large partners - you need to work directly with a number of suppliers - promotion to the country 	<ul style="list-style-type: none"> - change in tax legislation - depreciation of fixed assets - the emergence of new players on the market - real disasters in the economy - distrust from existing and potential partners
3. Strengths	4. Weaknesses
<ul style="list-style-type: none"> - good price offers - market segment coverage - availability and customer confidence 	<ul style="list-style-type: none"> - lack of marketing marketing efforts - cons in advertising

This method is used in practice more and more often due to the ability to openly analyze the criteria of the company, both from the inside and from the outside, and also to understand what the company expects if it does not use its potential to achieve the main goals and mission.

The performed SWOT analysis gave as a result a picture of the promotion of the company to its customers and partners, as well as suppliers, the possibility of integration and diversification.

For the company, the maximum quality of services and a competent approach to customer service should become important for the current stage of activity.

Using the possibilities of positioning the pros and cons, the following should be noted:

- the company may have problems when a strong player appears in the market, as well as when changing partners for the supply of goods for sale;

- one cannot but bear in mind the impact of crisis situations in the economy; there are also industry specifics and financial aspects.

So, having looked at the pros and cons of the company under study, as well as assessing potential expectations and concerns, we can begin to create strategic projects and serious decisions to consolidate the firm's market position.

Given the fact that the company operates in a developed market and the competitive potential of such firms is evident, the company needs to focus on combinations that will yield results in the shortest possible time and help the company to adequately present its products at any competitive sites.

The proposed approach will lead to the strengthening of competitive positions both by improving the quality of goods sold, and as a result of the breadth of services rendered in the company, a number of events are necessary.

Let's carry out an example of analysis of the influence of STEP - factors using two main directions for implementing the strategy [7]:

- improvement of marketing activities;
- the acquisition of new equipment and technologies.

The moments causing the need to improve the quality of marketing (commercial) activities [8]:

- expanding the market for their services;
- increase in the number of consumers;
- increase in competitiveness;

Assessing the effectiveness of the company, we can conclude that as a result of involvement in the process of the proposed approach, the company's place on the market will be more stable.

We will see the socio-economic effect in more detail below (table 4).

Table 4 - Theeffectsofimplementation

Suggestions	Effect for society	Effect for the economy
Pay more attention to marketing	<ol style="list-style-type: none"> 1. The activities of the company are stable. 2. There will be motivational factors among specialists. 3. Buyers will receive the expected result from the acquisition. 4. The level of service will become much higher. 	<ol style="list-style-type: none"> 1. Product distribution will increase by 20%. 2. Profitability will increase by 10% 3. The effectiveness of employees by 30%. 4. Pay for specialists will increase by 20% + bonuses. 5. The company's expenses as a whole will decrease by 10%.

The main goal of company A is the quality and speed of the provision of services for the sale of fuels and lubricants to customers. From here we can derive the main directions of increasing competitiveness (table 5).

Table 5 - Directions for improving the competitiveness of the company

CompetitiveAdvantages	Quality Maintenance Methods
Set of Services	Introduction of new types of services, revision of attitude to old types of services
Outwardappeal	Improvement of gas stations, changes in external and internal design
Convenience of access and parking	Optimal border entry and exit
Pricerange	Sales increase
Buying Incentives	Organization of marketing companies
Informativeness	Conducting an information and advertising company through social networks, local television, newspapers, radio

At the moment, company A was able to withstand the difficult situation, but this does not mean that the company is in crisis. On the contrary, timely measures taken to prevent strategic mistakes and taking into account all factors will allow the company to achieve high results and will reliably occupy a market niche in the target market.

Today, company A has every opportunity to capture the most promising market segment, for this it has:

1. A network of gas stations known in the city and region.
2. Material base and human resources.

The survey results showed that over 58% of potential customers have information about the non-cash service system, but do not use it, and less than 3% of respondents said that they do not trust such systems.

The discussion of the results. Summarizing the survey data in this area, we can distinguish:

1. From year to year, terminals independent of the operator of gas stations will be introduced, allowing the client to receive the service of refueling vehicles as comfortably as possible. Over 25% of those who answered about the quality of service through a cashless system expect this opportunity to appear.

2. Banking products and their cost are becoming more accessible. An important factor in choosing a cashless service system (over 30%) customers noted the impact of these banking tools on price reduction.

3. Non-cash services will soon be used on republican routes (it is desirable to expand this area of operation indicated by 43% of respondents).

What the company does is to be shared through social networks and other channels, both through the placement of simple ads and through advertising calls.

The company under study in the market of fuels and lubricants, sales promotion, that is, methods to accelerate the perception of the product by potential consumers, plays an important role in the work.

The following methods have been proposed to enhance the communication component [9,10]:

- a) active advertising and promotion on social networks;
- b) providing small gifts to customers;
- c) organization of contests and lotteries;
- d) the use of flyers and other printed materials.

As a recommendation, it is proposed to regularly retrain company employees on such issues as:

- quality management system;
- ecology and life safety;
- culture of communication and ethics;
- marketing and promotion of goods;
- consulting;
- public relations.

Table 6 shows the methods of sales promotion in the market for the sale of finished petroleum products.

Table 6 - Marketing activities for sales promotion

Process	Advantages	Disadvantages
Freedom of choice	Make the client adapt to the new service faster	Costly process
Agency work	Work with individual groups	Need continuous monitoring
Social activity	Fast customer response	Much depends on user feedback.
Use of distribution media	Customers show interest very quickly.	Need a good planning process
Sales promotion	Quick and practical	Interest disappears for a regular customer
Discounts	Sales will increase	Addictive and lack of creativity
Bonuses	Convenience in implementation	The circle of clients is small

The distribution of marketing and sales promotion events in the form of coupons implementation is becoming more and more an option of marketing communications.

Here the client receives a good discount, and he is also offered the service of re-service at the gas station. This is usually done in order to check customer feedback [11-14].

Another option for marketing communications is working in social networks, the press and television.

Many companies are currently conducting separate advertising campaigns as a way to increase competitiveness, which we offer to this network of gas stations.

The term for the implementation and realization of the advertising campaign is evenly distributed over time; publications in social networks, the press and television are planned.

Conclusion. Thus, we can summarize the following results and give recommendations of the following nature:

- a) constantly pay attention to the appearance of the gas station;
- b) pursue a reasonable policy to promote services in the market;
- c) work on increasing the customer base;
- d) introduce a system of discounts, conduct promotions to constantly monitor the opinions of customers.

The organization of these events does not require special financial and labor costs, the risk for the company is small, and the technology for implementing events will not require major changes in strategic and tactical management.

The analysis of the competitiveness of company A revealed that the company has good prospects for improving the efficiency of its activities in the market.

In order to obtain an adequate attitude and customer loyalty, one should use methods of communication policy, which include advertising, communication and promotion of services.

Thus, the company will be able to enter a new round of its development, having the opportunity to enter new markets and obtain long-term effects both in operational management and in strengthening its competitive advantages.

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КӘСІПОРЫННЫҢ БӘСЕКЕГЕ ҚАБІЛЕТТІЛІГІН АРТТЫРУ (МҰНАЙ ӨНІМДЕРІ НАРЫҒЫНЫҢ МЫСАЛЫНДА)

Аннотация. Бүгінгі күні бәсекелестік мәселесі - қазіргі нарықтық экономиканың басты проблемасы. Сондықтан да өндірістік қызметтің түрлі салаларымен айналысатын ұйымдардың және өңдеуші кәсіпорындардың бәсекелестік тетігін жетілдірудің жаңа әдістемелік тәсілдерін іздестіру және әзірлеу қажеттілігі туындайды. Қазіргі жағдайда бизнес әкімшілендіруде кәсіпорындардың бәсекеге қабілеттілігін талдау және бағалау көрсеткіштерін, стратегияларын, әдістерін анықтау мен негіздеудің жаңа ғылыми тәсілдерін әзірлеу қажет. Постиндустриялық экономиканы дамыту кезеңінде компанияның өндірістік әлеуетін қалыптастыру және бәсекеге қабілеттілігін арттыру қажеттілігі айқындалады, яғни бұл зерделенетін мәселенің өзектілігін көрсетеді. Зерттеудің мақсаты мұнай өнімдері нарығында компанияның бәсекеге қабілеттілігін арттыру бойынша практикалық ұсыныстарды әзірлеу болып табылады.

Түйін сөздер: бәсеке, бәсекеге қабілеттілік, мұнай өнімдері нарығы, анкеталау, SWOT-талдау, маркетингтік зерттеулер, тиімділік.

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ПОВЫШЕНИЕ КОНКУРЕНТОСПОСОБНОСТИ ПРЕДПРИЯТИЯ (НА ПРИМЕРЕ РЫНКА НЕФТЕПРОДУКТОВ)

Аннотация. На сегодняшний день вопрос конкуренции - главная проблема современной рыночной экономики. Именно поэтому возникает необходимость в поиске и разработке новых методических подходов к совершенствованию механизма конкуренции организаций, занимающихся различными сферами производственной деятельности, и перерабатывающих предприятий в частности. В нынешних условиях в бизнес администрировании необходимо выработать новые научные подходы к выявлению и обоснованию показателей, стратегий, методов анализа и оценки конкурентоспособности предприятий. В период развития постиндустриальной экономики определяется необходимость формирования производственного потенциала и повышения конкурентоспособности компании, что показывает актуальность изучаемой проблемы. Целью исследования является разработка практических рекомендаций по повышению конкурентоспособности компании на рынке нефтепродуктов.

Ключевые слова: конкуренция, конкурентоспособность, рынок нефтепродуктов, анкетирование, SWOT-анализ, маркетинговые исследования, эффективность.

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