

*O. Buchenkova, postgraduate student*  
*L.M. Varava, research supervisor*  
*N.O. Holiver, language adviser*  
*SIHE «Kryvyi Rih National University»*

## **MECHANISM OF EVALUATING COMPETITIVENESS OF UKRAINIAN EXPORT PRODUCTS**

Increased competition for products sales in the world market compels all businesses look for ways to create more economic products of high quality. In Ukraine, the problem of competitiveness of domestic production and the national economy is much sharper than in the developed world.

Competitiveness of the product is a set of consumer and cost product characteristics that determine its success on the market that is an advantage of this product in comparison to others in a wide range of competitive products-analogues. Methodological, methodical and applied problems of evaluation of a company and its products have been investigated by M. Porter, I. Ansoff, S.F Pokropivny, Y.V. Krikavsky, Z.Y. Shershnov, A.V. Vovchak. Some aspects of product competitiveness of mining enterprises have been analyzed by A.G. Temchenko, A.M. Turylo, V.Ya. Nusinov, L.M. Varava, V.A. Kovalchuk, N.I. Riabykina, S.V. Maksimova, S.A. Krivosheieva, V.O. Kolosov, N.V. Skrinko, V.D. Yevtehov, V.V. Filenko, L.T. Dudar and others.

The competitive advantages of an enterprise can be estimated by methods involving the comparison of production parameters analyzed and the parameters of the base comparison. Comparison is based on the main production parameters, technical, economic, regulatory and legal patent indicators. Ukraine is one of the leading ferrous metal producers in the world and takes the 7<sup>th</sup> place in steel production and 3<sup>rd</sup> place in steel products export.

The competitiveness of Ukrainian products is maintained due to cheap labour force, raw materials and energy. However, due to shortage of scrap metal, ore and metallurgical coke the plants are likely to give in.

Over the past few years, specialists of the Office of Foreign Economic Relations of PJSC “ArcelorMittal Kryvyi Rih” have carried

on interviews of customers aimed at identifying the degree of customer satisfaction from the delivered products.

Analysis of the cost structure of production shows that the cost mainly consists of the prices of raw materials, equipment and energy. Increasing cost of steel products occurs because of significant costs of social benefits. Yet, there are some problems that require immediate solution.

In conclusion, priority lines of the metallurgy programme are as follows: the source of investment can be primarily found in the parent company according to the expected prospect of growth in the world demand for metal products and rising prices it can be concluded that the costs of maintaining competitiveness will be paid off in the shortest time to come. Another aspect is focusing mainly on the production of steel construction supplies – fittings, wire rods, rolled steel bars and shapes (85% of total products).

*Alina Vasylenko*

*O.P. Georgiieva, research supervisor  
SIHE «Kryvyi Rih National University»*

## **ENGLISH AS A MEANS OF COMPETITIVE PROFESSIONALS' SUCCESSFUL CAREER**

English is the language of international communication and its knowledge enables us to accept and cope with all the changes taking place in the world.

Mastery of the language is one of the keys to success in life, it allows specialists to pursue a career, to extend boundaries of communication, to acquaint oneself with national peculiarities, with culture and traditions of peoples of other countries, to be involved into the scope of activity of highly skilled professionals, thereby enriching knowledge and intellectual ability, making life interesting and diverse.

There is no doubt that a specialist requires knowledge of English in equal measure as a scientist or a diplomat, otherwise he is clearly behind the times. Today, most employers prefer to hire those appli-