

PRESENT-DAY APPROACHES TO BUILDING SERVICE COMPETITIVENESS MODEL

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Abstract: The paper presents new approaches to building competitiveness model; the importance of including in the model the liquidity ratio and the margin ratio is substantiated.

The essential dominants of the integrated service competitiveness factor are the supply and demand coefficients and income and expenditure balance. The first one causes the need to obtain information about the market of motor transport services related to the carriage and safety of goods. The demand is represented as the solvent demand, and the supply is the amount of services supplied by all participants of motor market. It is not always possible to measure the volume of supply in dynamically developing market of commercial transportation in terms of floatability and effectiveness of this indicator evaluation. Therefore it is possible to substitute R_{sd} (supply and demand ratio) with R_l (liquidity ratio).

Under service liquidity ratio one should understand its ability to be transformed into money, i.e. be implemented. It is in the narrow sense of the term. In a broader sense it (liquidity) shows the degree of consumers' choice freedom by sales results (proceeds from sales of services), but also by the results of its consumption (services) as a whole. Service liquidity within the system competitiveness assessment is of great significance. It implies the ability to turn into money. In other words, service liquidity is the willingness of the business entity to provide service refund to the customer either in monetary form or restoration of the service.

First the seller is motivated by his own profits and then by the sense of fairness. In terms of tough competition the consumers give preference to motor transport companies offering high liquidity ratio services. Service liquidity is

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the degree of quality. Maintaining the liquidity to the prior level helps the seller of services to reduce the risk of sales, thus empowering consumers to trust the seller.

It is important to emphasize that service liquidity implies consumers' control in pricing. The liquidity excludes the inclusion of the extra costs in the price and the seller is directly stimulated to lower regulatory costs of consumption. The latter reflect the average production level of the means of transport and provide the promotion of services to the consumer.

In the practical application of the service competitiveness model it is recommended to substitute income and expenditure ratio with service margin ratio since the need for the service gets a quantitative certainty in the form of consumer order. The concept of profitability focuses the seller on profit rate. The competition factor makes an amendment in it: sales are profitable if they are based on competitive pricing. In other words, the seller offering a competitive service expects each unit of services to bring additional profits at the expense of less competitive services. Profit-setting services can be calculated as the ratio of the amount of profits (user) to the price effect.

SWOT analysis is often used when analyzing the competitive environment as well as measurement of the competitors' rating forces in the market of motor transport services. It is based on the technique of expert evaluation; it is characterized by subjectivity, inadequate qualifications of experts, the disparity between the information costs.

Multidimensional comparative analysis can improve this method.

In the first step quantifiable indicators that can measure the key success factors (CFU) of the firms in the service market are identified. For example, the use of modern methods of products (services) promotion ultimately translates into increased sales volumes, which leads to the growth of firms on the market. So this success factor is characterized by the market share indicator. The scale of the offered services is determined by the number of positions in the assortment. Attractive pricing policy to some extent is expressed through the average unit price.

According to the methodology of multidimensional analysis, value received matrix are multiplied by the weighting factors reflecting the relevance of the indicators of the FSC.

After summarizing values weighted matrix gets integral evaluation of the rating forces for competitors. The higher the value of this evaluation, the more competitive the enterprise is.

The strategy of any business entity in conditions of the increased competition is connected with quality improvement. In practice, this means its increase. According to R.A. Fathutdinov, activities in this direction should be divided into the following groups: 1) measures to improve the quality of login system; 2) activities to raise the quality of the system; 3) improving product quality (or system). The expected economic effect can be used as a performance indicator in the first group of activities, since it expresses a certain result along with the profit and profitability. Calculation of the economic effect is implemented by the methodology proposed by R.A. Fathutdinov.

In our view, the assessment of the quality management system by its marketing processes has certain advantages: the costs and earnings ratio increases, thus facilitating planning early decisions. At the same time the calculation of costs and profits leads to a number of problems, such as organizational and procedural complexity and considerable financial costs. However, company budgeting can eliminate these problems to some extent.

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Современные подходы к формированию модели конкурентоспособности услуги

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Ключевые слова и фразы: дополнительные и нормативные издержки; коэффициент ликвидности услуги; конкурентоспособность; коэффициент прибыли услуги; ликвидность услуги.

Аннотация: Предложены новые подходы к формированию модели конкурентоспособности, обоснована важность включения в модель коэффициентов ликвидности и прибыли.

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