

## References:

1. Солованюк С. М. Розвиток малого бізнесу в Україні в сучасних умовах / Світлана Миколаївна Солованюк. // Міжнародний науковий журнал «Інтернаука». – 2017. – №2. – С. 130–133.

2. Швець Г. Сучасні тенденції малого підприємництва в Україні [Електронний ресурс] / Г.Швець. - Режим доступу: [http://econf.at.ua/publ/konferencija\\_2016\\_10\\_20\\_21/sekcija\\_5\\_ekonomichni\\_nauki/suchasni\\_tendenciji\\_malogo\\_pidpriemnictva\\_v\\_ukrajini/54-1-0-1333](http://econf.at.ua/publ/konferencija_2016_10_20_21/sekcija_5_ekonomichni_nauki/suchasni_tendenciji_malogo_pidpriemnictva_v_ukrajini/54-1-0-1333).

**Ivanna Havrylyuck,**

Research supervisor: Liudmyla Halko,  
Candidate of Economic Sciences, Associate Professor  
Language tutor: Iryna Levandovska,  
Candidate of Pedagogic Sciences, Associate Professor  
Ternopil National Economic University

## THE IMPROVING OF UKRAINIAN PRODUCTION COMPETITIVENESS ON THE INTERNATIONAL MARKET

The problem of competitiveness in Ukraine has become one of the most important in recent years. The effective and stable economy development depends on the production of competitive products. Competitiveness is an important criterion of expediency enterprises output on the international market.

Ukraine is a young country, so domestic producers do not have any experience in order to compete with international companies which have succeeded in the face of fierce competition, high saturation of commodity markets, and excess supply on demand. Ukrainian products do not meet the main criteria of international standards; therefore only 1% of Ukrainian goods and services are recognized as competitive on the world market [1].

Insufficient research of the product quality essence and value continues to be one of the main reasons for the low efficiency of Ukrainian products production and its low competitiveness on the foreign market. Ukraine has ranked 81st place out of 137 countries in the Global Competitiveness Index 2017-2018, GCI. Among the negative factors influencing the position of Ukraine in this rating can be: access to financing (16.7%), corruption (15.5%) and tax administration (11%) [2].

In fact, the main ways to increase the competitiveness of Ukrainian products on the international market are:

1) The improvement of standardization. High quality of domestic products will help to create high image of Ukraine on the international markets;

2) The creation of conditions for improving the development of innovation activities, introduction of the advanced technologies production, modern products of new technology, and prevention of the talented developers leakage;

3) On-time response for market changing;

4) The defending of national producers' interests.

Consequently, Ukraine's current position on the foreign market demonstrates very low Ukrainian enterprises' competitiveness in the world due to a number of problems, first of all, raw material structure of Ukrainian exports. In order to increase the competitiveness of Ukrainian products, it is necessary to take an example of the developed countries, where competitiveness is constantly at the center of attention of statesmen and business circles. We can say that Ukrainian enterprises have great potential for entering the international market. But we can only bring the domestic products at a competitive level in case of comprehensive state actions.

### **References:**

1. International Competitiveness [Electronic resource]. – Access mode: <http://www.tandfonline.com/eprint/gBE9xBkH8CFbZkyyfSpW/full>

2. Рейтинг глобальної конкурентоспроможності [Електронний ресурс] // Інформаційне агентство Interfax-Україна. – Режим доступу: <http://ua.interfax.com.ua/news/general/166276.html>

**Horbyak Mykhailo,**

Research supervisor: Oleksandr Vashkiv

Candidate of Economic Sciences, Associate Professor

Language tutor: Iryna Horenko

Candidate of Philological Sciences, Associate Professor

Ternopil National Economic University

## **THE MAIN STAGES OF CREATING YOUR OWN BUSINESS**

Creating of your own business is always at risk. When creating your own business, you need to remember the responsibility for its functioning, development and survival. Any person - an engineer, an economist, a technician, a medical worker, a seller, an inventor - can establish his or her own business. It is necessary only to define own business abilities and probable