

## **Management of Products Competitiveness of Domestic Machine-building Enterprise**

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**Research Methodology.** Using the methods of analysis and synthesis, terminology and statistical methods issues of competitiveness of domestic production of machine-building enterprises in Ukraine are explored and the ways to improve it are considered.

**Results.** Scientists analyzed different views on concepts and terminology concerning management process competitive products, the theoretical and practical aspects of competitiveness of domestic machine-building enterprises, problems in this area are identified and opportunities to overcome them are defined.

**Novelty.** Features of engineering market in Ukraine, and a proposed phased evaluation of the overall competitiveness of new products that will cause the company to use preventive measures based on the detection signals of a potential deterioration of competitiveness of products are researched.

**The practical significance.** Specified areas of competitiveness management products are based on the model of excellence of the European Foundation for Quality Management, which in the conditions of state support and successful management can be the basis to increase the standard of management within the same building enterprises, and to increase the competitiveness of both enterprises and the state as a whole.