

Enterprise International Competitiveness Evaluation

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Research Methodology. By means of the method of collating, systematic method the essence of the international competitiveness of the enterprise management is investigated in the article. Using the methods of deduction and induction, analysis and synthesis tools of the enterprise international competitiveness assessment are considered.

Results. The essence of the concept and the main indicators of the management of international competitiveness are analyzed. Evaluation tools of the international competitiveness of enterprises, in particular, SWOT analysis, SLEPT and PEST analyses different indicators of competitiveness are discussed.

Novelty. A detailed analysis of such methods and indicators for assessing the international competitiveness of enterprises: SWOT analysis, SLEPT and PEST analyses, a four concentration index, the Herfindahl-Hershmen's index, Rozenblyut's index.

The practical significance. Based on a detailed analysis of the methods and indicators for assessing the international competitiveness of enterprises consider their advantages and disadvantages are considered. Using a strategic analysis of the company of these indicators will assist in improving of their international competitiveness.