

## **Information component in shaping advantages in competitive markets**

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**Research methodology.** The article contains deep analysis (based on dichotomous model) of such properties of information as prevalence and rarity, inexhaustibility and finiteness. The article also shows the strengthening of information processes and the mechanism of their impact on market competition

**Results.** The global informatisation of society leads to that information becomes a vital element of the modern enterprise, and that increasing of information component in the cost of goods becomes a cause of gradual blurring of boundaries between production and consumption of value, between the producer and consumer. The using of operational and dichotomous informational factor at the micro level allows to get specialized competitive advantages.

**Novelty.** The study found significant value of authentic, operational and dichotomous information factors for to obtain advantages in competitive markets and generating strategic alternatives.

**Practical significance.** Using the proposed algorithm for generation of alternatives for the marketing of products using information of factor in the practice of domestic joint stock companies would allow them to gain certain competitive advantages due to the ability to quickly obtain information and to quickly adapt to sudden changes in market demand, expand into new markets or market segments or to serve additional customer groups.