

## **SUMMARIES**

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### **IMPROVING STRATEGIC MANAGEMENT POSITION ON THE MARKET**

Subjects' behavior is strictly defined by competitive influence: a subject holds only the segment that he has won in the competitive fight, strengthening his competitive position. Owing to that, the issues of improving strategic resources management, which are associated with the peculiarities of the machine-building enterprises development, are still unsettled.

The article considers methodological approaches to the competitive position of the enterprise using SPASE-method and the method of SWOT-analysis by applying the results of its resource potential.

Competitive position of machine-building enterprises, calculated on an assessment of their resource potential by different methods, allows achieving competitive advantage through its key strengths, identifying weaknesses, defining strategic alternatives, selecting strategies, and improving the areas of strategic potential management.