

SUMMARIES

УДК 621.009.12

T. Mishustina

**METHODS OF ASSESSING THE COMPETITIVENESS
OF TRADEMARK ENGINEERING ENTERPRISE**

The article has developed a methodical approach to evaluating the brand competitiveness of an engineering enterprise based on a system of quantitative and qualitative indicators of the competitiveness of the trademark (trademarking effectiveness; loyalty to the trademark, the business reputation of the enterprise which is the trademark owner and the legal protection of the trademark; latitude distribution, the average annual increase in value of the trademark, trademark sales profitability) and estimates models of the brand competitiveness as a volume geometric figure (pyramid), which is a quantitative measure of the stability of the trademark competitive state of the engineering enterprise. An estimation algorithm of competitive trademarks of engineering enterprises has been proposed. Competitiveness of the trademark has been offered to calculate volume of the figures which were formed by combining indicator values, using the formula of the volume pyramid. For the final determination of the result evaluation of trademark competitiveness, given that it is a relative indicator suggested to compare the competitiveness of the trademarks with the ideal level of brand competitiveness and the level of competitiveness of the leader that is a trademark which received the highest score of competitiveness. It is proved that such a methodical approach makes it possible to analyze the influence of individual factors that ensure the competitive position of the machine building company's brand on the market as well as to assess the possible consequences of their changes in the future.