



COMPETITIVENESS OF BUILDING MATERIALS AND COMPETITIVENESS OF CONSTRUCTION ORGANIZATIONS

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Annotation

In this regard, for the construction industry, the problem of increasing competitiveness is urgent, because competition directly develops construction. It is because of low competitiveness that enterprises and organizations that do not meet the requirements of the market stop their activities and only competitive construction companies remain functioning and developing. Thus, the development of competitive relations and, accordingly, increasing the competitiveness of enterprises and organizations are the basis for the development of the construction market in the country.

Keywords: construction organization, entering production, construction products
In the scientific literature, there are several interpretations of competitiveness. Summarizing the proposed definitions, competitiveness is proposed to mean the accumulation of the organization's abilities and capabilities to respond flexibly and adapt to the transforming market conditions, which is implemented in a business idea aimed at effectively meeting the needs of the population in goods and services (goods) and its own long-term development. The assessment of the competitiveness of a construction organization, as we believe, is influenced by the following features of construction products (services):

- a high level of dependence of the sale of construction products (services) that fall into an active competitive environment in the sales market on their consumer properties, as well as the investment activity of economic entities and the solvency of the population;





- the ability to become a product of "deferred" consumption due to the ability of the consumer to be satisfied with the products (services) already available to him;
- focus on long-term use, which increases the consumer's interest more in preserving the existing (repair, modernization, reconstruction) than in acquiring a new product;
- locality of the contract work market due to the local fixation of products and its dependence on the socio-economic development of the region; - special importance of the time factor due to the significant duration of the production and commercial cycle;
- the essential role of design solutions that reduce the risk of moral aging of construction products (services) – - excessive requirements for the novelty of construction products (services) in the context of the need for competitive production;
- the need to involve a large number of participants (developers, investors, contractors, subcontractors, designers, supervisors) in the creation of each unit of products(services), creating additional sources of risk in the process of building business relationships with partners;
- a rather narrow circle of consumers due to the high cost of the final products (services) of construction production.

Taking into account the peculiarities of construction production, a number of factors of competitiveness of construction organizations can be identified.

Dynamics of long-term demand. Long-term demand refers to the period of time in which an organization can change its internal production resources: capital, labor, technology, etc.

Scientific and technological innovations. In the last decade, various scientific and technical innovations have appeared in the construction industry, both related to the appearance of new building materials, technologies and various performance equipment.

Investments in innovation can improve the performance of construction products; reduce the duration of construction and installation work and other work.

Advertising innovations. Periodically, organizations offer their own products to the market, using fresh methods, trying to increase consumer enthusiasm, minimize costs per unit of production. This means that they put the latest opportunities that change the conditions of competition and the positions of competing organizations. The dynamics of leadership characterizes the entry into the competition and the entry out of it of large companies.



Diffusion of achievements. If an innovative development becomes known to competitors, suppliers, and buyers, then the obstacles to entering production are reduced.

Dynamics of efficiency. With the emergence of various new products or technologies in the real sector of the economy, there are opportunities to increase the scale of production, thereby reducing the specific costs of the manufacturer.

State regulation of the market. The influence of the state through its own institutions, including the regulation of financial relations and changes in state policy, make it possible to influence market relations and the state of competition in various sectors of the economy. The state government creates software products aimed at solving the issues of resettling citizens from dilapidated housing, allocating apartments to military personnel, young families, etc. Means reducing uncertainty and risk.

Methods of increasing the company's competitiveness: There are a number of methods that contribute to improving the competitiveness of construction companies in a market economy: The constant use of innovations. This method is aimed at the fact that the products offered by the company must meet not only the current needs of consumers, but also their future needs. For example, the construction of smart homes, using new environmentally friendly building materials and using energy-saving technologies. Search for new forms of the manufactured product. The latest architectural forms of buildings and structures literally attract the eyes of passers-by. The modern consumer is ready to pay for the purchase of houses built using the latest architectural solutions, against the background of morally and physically outdated concrete boxes. Production of products with properties that meet the quality and price characteristics of state standards, which will enable construction companies to participate in the implementation of state programs for the relocation of dilapidated housing, the construction of military facilities, etc. Marketing of products to those market segments where special requirements for quality and service are placed. Construction companies should pay more attention to studying the market demand of consumers in order to find their customers. To increase the company's competitiveness, it is necessary to pay more attention to the quality of the work performed, which depends, among other things, on the materials, products and structures used in the construction of construction products. Any organization should take a more careful approach to the issue of personnel selection. After all, to use new construction equipment and innovative technologies, it is necessary to have highly qualified specialists. The investment and construction complex is constantly evolving,



and as a result, specialists are required to acquire new knowledge and acquire new skills.

The specifics of the competitiveness of construction enterprises are determined by the following features of the construction industry:

- a building product or service may be delayed in consumption, due to the consumer's unwillingness to novelty, and the ability of contentment with what is already available;
- focus on long-term use, and therefore, the consumer's interest in preserving the existing one (reconstruction, modernization, repair) increases, rather than acquiring a new one;
- the local location of the contract works market due to the local consolidation of products in a specific territory and its dependence on the socio-economic development of the region;
- the special importance of the time factor in connection with the significant duration of the production and commercial cycle;

The development of competition in construction products contributes to the introduction of innovations, improving product quality, reducing technical barriers to trade, improving the safety of life and health, the environment, and saving all types of resources.

In addition, the quality of construction products is the main factor affecting the efficiency and profitability of the completed construction project, ensuring its reliability and durability.

To continuously improve the performance of the construction industry, it is necessary to improve the processes by improving their characteristics and improving the quality of products.

It should be noted that all of the above factors of competitiveness are designed to provide the two most important competitive advantages of any organization: price and quality of products. It is the combination of these advantages that allows any organization to eventually occupy its niche in the market.

In addition, the content of the factors and the nature of their influence on the economic entity are such that each of them affects several aspects of the organization's activities at once, so that the influence of any one of the factors cannot be considered in isolation from the impact of others on the activities of the economic entity as a whole. Thus, the considered blocks of factors of competitiveness of the enterprise represent a single system. These blocks and their constituent elements, each individually and all together as a system, create the environment in which the enterprise is created and operates.





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