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**INCREASING THE COMPETITIVENESS OF AN ENTERPRISE
IN UNSTABLE EXTERNAL ENVIRONMENT**

The competitiveness of an enterprise determines the combination of
advantages that help it produce and sell goods (services) with the best price and

non-price characteristics for consumers relative to its competitors. In market conditions characterized by instability and risk, one of the primary tasks of enterprise management is to assess the current and future capabilities of the enterprise and create an effective mechanism for managing competitiveness in an unstable market environment and risk. Managing the competitiveness of an enterprise in an unstable market environment and risk is a process of developing management actions aimed at studying one's own activities in relation to competitors, identifying opportunities and threats, strengths and weaknesses, which will allow for timely development of management measures to adapt the enterprise to new circumstances and obtain the desired profits in the long term. The main goal of managing the competitiveness of an enterprise under risk conditions is to ensure the security of the enterprise. It is advisable to form and implement a competitiveness management mechanism in an unstable market environment and risk conditions in the following stages: 1) analysis of competitive forces and identification of risks; 2) formation of a concept of competitiveness management; 3) assessment of the level of competitiveness of the enterprise in the market and risks; 5) development of measures to increase competitiveness. It is appropriate to use both independently and in combination risk management methods: risk aversion; risk reduction; risk absorption and financing; risk transfer [1]. Enterprises must create management systems that are able to ensure the proper level of competitiveness in conditions of instability. Factors for improving the competitiveness of an enterprise are divided into external and internal. The enterprise cannot influence external factors. Internal factors are those that the company can control and regulate their impact. External factors include: investment conditions, technological development trends, level of competition, resource availability. Internal factors include the introduction of new equipment and progressive technology, effective economic incentives, staff training; the formation of a system of competitive relations among employees, and so on. To increase competitiveness in uncertain conditions, enterprises need to constantly monitor changes and quickly adapt to them, monitor competitors, diversify production, monitor the level of prices on the market, implement an adequate pricing policy, work on creating their own brand and maintaining a good reputation [2].

The competitiveness of an enterprise indicates its production, financial, economic and other advantages over other enterprises. Currently, the market network is so covered that it is almost impossible to find new markets. Therefore, increasing the competitiveness of the enterprise is the most important task of the company. In the face of intensifying competition, enterprises must constantly seek reserves and new opportunities to increase their competitiveness. By constantly monitoring competitiveness indicators, enterprise management can timely identify problems in demand for products sold, predict signs of pre-crisis business conditions, and take measures to improve the company's financial condition. The

competitiveness of an enterprise is particularly influenced by such factors as: the latest production technologies, new equipment, the level of modernization, highly qualified management and production personnel, and others [3].

In unstable external environment, there is a significant degree of uncertainty and risks, and this is an objective reality. Therefore, enterprise management needs to assess the situation, make forecasts regarding the possibilities of its development, formulate possible measures and assess the likelihood of their implementation, make a choice from a variety of alternatives and implement the most effective management decisions. This will allow to increase the level of competitiveness of the enterprise and to receive profits even in conditions of instability and risk. The most significant competitive advantages in conditions of uncertainty and risk are resource saving, introduction of innovations and availability of highly qualified managerial and production personnel. Therefore, the main factors for increasing the competitiveness of an enterprise in unstable external environment are resource conservation, the introduction of new equipment and technologies, innovations in organization and management, increasing the activity and productivity of personnel. Increasing the competitiveness of an enterprise in unstable external environment is possible on the basis of continuous monitoring of the external environment, forecasting expected changes, assessing risks, developing alternative management decisions and assessing the likelihood of their implementation, and choosing the most effective management decisions for their implementation.

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