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THE ESTIMATION OF THE ENTERPRISE TRADE NAME COMPETITIVENESS

Abstract. *The general evaluation of the enterprises' trade name competitiveness of the investigated allocation units has been outlined. The analysis of the scientific approaches to the characteristics of the trade name's evaluation has been conducted. The relative significance of the rates of trade name's power and devotion to the enterprise's trade name has been determined, taking into account their mutual influence. It has been proved, that the rates of the enterprise trade name power evaluation may indirectly influence the level of devotion to the enterprise trade name and vice versa.*
Keywords: enterprise, trade name's competitiveness, trade name.

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ОЦІНКА КОНКУРЕНТОСПРОМОЖНОСТІ БРЕНДУ ПІДПРИЄМСТВА

Анотація. *Окреслено узагальнену оцінку конкурентоспроможності бренду підприємств досліджуваних кластерів. Проведено аналіз науковим підходам до характеристики показників оцінки бренду. Визначено відносну значущість показників сили бренду та прихильності до бренду підприємства з урахуванням їх взаємного впливу. Доведено, що показники оцінки сили бренду підприємства-роботодавця можуть опосередковано впливати на рівень прихильності до бренду підприємства-роботодавця, і навпаки.*
Ключові слова: підприємство, конкурентоспроможність бренду, бренд.

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ОЦЕНКА КОНКУРЕНТОСПОСОБНОСТИ БРЕНДА ПРЕДПРИЯТИЯ

Аннотация. *Определена обобщенная оценка конкурентоспособности бренда предприятий исследуемых кластеров. Проведен анализ научных подходов к характеристике показателей оценки бренда. Определена относительная значимость показателей силы бренда и приверженности к бренду предприятия с учетом их взаимного влияния. Доказано, что показатели оценки силы бренда предприятия-работодателя могут косвенно влиять на уровень приверженности к бренду предприятия-работодателя, и наоборот.*
Ключевые слова: предприятие, конкурентоспособность бренда, бренд.

Urgency of the research. The trade name is an important element of company's mission, which, as it is known, specifies the company`s status, assures direction and target at different organizational levels and defines the reason of company's existence. Successful trade names create real devotion and loyalty, propose the level of quality, comfort, guarantee, trust and charm, for which the consumers are ready to pay more. The trade name's development (trade names' portfolio) as the source of competitive advantages assurance is already a stereotype for the successful enterprises both foreign countries and Ukraine. The specific features of the modern range of problems, which are connected with the products competitiveness assurance makes the issue of branding use for the development of additional advantages and enterprises' competitiveness level increase actual. That's why the issue of

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trade name's management, the formation of the efficient strategy of its development is very relevant in the modern highly competitive environment.

Target setting. A strong enterprise trade name is an essential competitive enterprise's advantage on the labour market under current conditions. This causes the necessity of conduction of diagnostics of enterprise trade name competitiveness, which is a foundation for the formation of the necessary outfit for its capacity increase. It assures the substantiation of managerial decisions according to the influence on target audience on the labour market, the establishment of their priority and so on.

Actual scientific researches and issues analysis. The investigations of certain aspects of enterprise trade name evaluation and their influence on the competitiveness were covered in the works of such scientists as A. Kotliar, O. Malynka, V. Oberemchuk, O. Gevko, I. Grishova and others.

Uninvestigated parts of general matters defining. At the same time the existing scientific approaches to the definition of the rates of the trade name's evaluation remain contradictory and refer mostly to the product's trade name. Herewith, the issues of methodology of evaluation of enterprises trade name competitiveness are not enough developed. So, the scientific and methodological fundaments of enterprises trade name diagnostics require further development.

The purpose of the article. The purpose of the article is to investigate the scientific approaches for the formation of the rates of the trade name's evaluation, the determination of the generalizing rate for the analysis of enterprise trade name, clarification of the parameters of the trade name's power evaluation and devotion to the enterprise trade name, working out of the scientific and methodical approach for the diagnostics of the enterprise trade name competitiveness.

The statement of basic materials. Nowadays most of the scientific works in the trade name management sphere are dedicated to the enlightening of the approaches to the evaluation of such rates as "trade name's power", "trade name's position", "trade name's assets", "devotion to the trade name". In such a case, the denoted categories are viewed as usual in the context of issues, which refer to the product's trade name.

For example, O. Hevko considers that the trade name's strength is determined by such peculiarities as distinction and relevancy, and trade name's position is defined by respect and familiarity with the trade name. In his opinion, "distinction is the basis of consumer's choice of the product"; "relevancy is the basis of construction of any trade name"; "the trade name should prove to the consumer that his life won't be comfortable without trade name"; "respect is the result of trade name's efforts, which makes the consumers like it and refer to it with a great level of respect"; "knowledge is the result of all of the producer's marketing actions towards his trade name's development" [1, c. 187]. From the point of view of A. Kotliar the most important rates of trade name's evaluation are quality, trust for the trade name, importance and advantage [2].

O. Malynka views the term "the trade name's assets", defining it as "a commercial value of all (either positive or negative) associations and people's expectations towards certain organization, its products and services, which appeared due to the communication experience with it and its trade name's perception during a certain period" [3, c. 26]. Herewith, he evaluates the trade name's assets according to such characteristics as trade name's cost; pricing reward, which is assured by the trade name; long lasting consumers' devotion to the certain trade name or the part of market, which it empowers to conquer O. Malynka defines also the essence "trade name's devotion" as the highest level of its effects hierarchy.

There are several levels which have been defined in the trade name's effects hierarchy, introduced by the author. They are (from lower to higher): familiarity with the trade name, trade name's topicality; trade name's differentiation, trade name's value; trade name's availability; emotional connection with the trade name. According to the O. Malynka approach the devotion to the trade name is formed exactly on the highest level of the pyramid.

As maintained by V. Oberemchuk the trade name's assets are defined by such characteristics as: familiarity with the trade name, consumers' attitude, and trade name's ethics. According to it, the latter is reviewed as "the company's tendency to inform existing or eventual consumers about those trade name's and company's values, which coincide with consumers' values" [4, c. 20].

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Having estimated every scientist's contribution into the development of the theoretical and methodological basis of trade name's evaluation, it is worth noticing, that most of the scientific works are dedicated to the product's trade name, classical views according to the trade name's evaluation also refer to the product's trade name; the list of the proposed trade name's power definition rates is not enough full and rational; the attention is not paid to the methodology of trade name's devotion, which reflects the connection between labour market subjects and the enterprise. Besides, the generalizing rate, on the basis of which it is possible to make reasonable decisions towards the enterprise trade name management, is not exactly defined up to now. The analysis of the existing approaches, their critical evaluation allow to make a conclusion about the reasonability of application of such generalizing rate as "enterprise trade name competitiveness" in the process of enterprise trade name analysis.

We consider that the enterprise trade name competitiveness should be defined with the help of such rates as the level of enterprise trade name power and the level of devotion to enterprise's trade name.

We propose to refer to the measurements of the enterprise trade name power evaluation the next factors: the quality of enterprise trade name values; the level of realization of enterprise's staff and job applicants' expectations; trade name's leadership (position at the labour market, part of market); the level of awareness of the target audience on the enterprise trade name; the level of optimality of the complex of the enterprise trade name promotion; the level of society's interest in the enterprise trade name.

It is worth to consider the measures, which define the devotion to the enterprise trade name, the following: the level of the enterprise trade name relevance to the needs of its staff; the level of enterprise trade name relevance to the needs of job applicants; the level of the staff's aims system agreement with the conception of enterprise trade name; the level of the staff's value system agreement with the conception of enterprise trade name; the level of actual values realization, which were proposed by the enterprise trade name; sensibility to the enterprise trade name (that is the importance of the factor "enterprise trade name" for the existing and eventual employees in reference to other factors of decision making according to the employment); trade name's resistance (is defined by the competitive advantages of enterprise trade name, which assure the devotion maintenance for the trade name on the part of existing and eventual employees).

The relative weight of the rates of enterprise trade name power *(Wx)* and the rates of devotion evaluation to the enterprise trade name *(Wy)* may be accounted by means of their pairwise correlation according to the influence on the level of trade name's power or devotion to the enterprise trade name consequently: 2 points – the domination of "i" rate over "i+l" rate,1/2 points – the domination of the rate "i+l" over "l" rate, 1 point is an equal importance of rates. On the basis of the constructed antisymmetric matrixes {X}, {Y} (picture 1) the weight of corresponding rates is defined:

$$W_{xi} = \frac{\sum x_i}{\sum x} , \; W_{yi} = \frac{\sum y_i}{\sum y} ,$$

(1)

where *Wxi , Wyi* is the weight of the "i" rate of the enterprise trade name power and the "i" rate of trade name's devotion evaluation consequently; $\sum x_i, \sum y_i$ is the sum of "i" parameters of antisymmetric matrixes {X}, {Y}, which reflect the importance of the rates to one another consequently; $\sum x, \sum y$ is the sum of all matrix parameters {X}, {Y}.

However, while determining the level of enterprise trade name competitiveness we shouldn't disregard the existence of connection between the rates of trade name's power evaluation and trade name's devotion, which is reflected in the matrix {XY} (picture 1) [5]. This connection is evaluated in points from 1 (the connection is not seen) to 5 (the connection is full) in the matrix. Let's notice that the quality of the enterprise trade name values evaluation, which characterizes the level of trade name's power, is connected with such rates of trade name's devotion level evaluation as the level of relevance of the enterprise trade name to the needs of its staff, the level of relevance of enterprise trade name to the needs of job applicants; the level of actual values realization, which were proposed by the enterprise trade name; the sensibility to the enterprise trade name.

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At the same time, the level of the staff's and job applicants' expectations realization has the connection with the level of relevance of the enterprise trade name to the needs of job applicants; with the level of coordination of the staff's values and aims system to the enterprise trade name conception; with the level of actual values realization, which are proposed by the enterprise trade name etc. In such a way, the rates of enterprise trade name's power may indirectly influence the level of devotion to its trade name and vice versa. Thus the managerial efforts, aimed at the improvement of enterprise trade name power evaluation rates, are able to increase the devotion to the trade name and vice versa. In such a way, it is necessary to define the adjusted weight of the rates of trade name's power evaluation or devotion to the trade name, which may influence the level of these rates.

The rates weight								x: the level of enterprise-employer's trade name power								
0,20	1	2	1	1/2	2	2	x1	The values quality of the enterprise-employer's trade name	x1	5	5	4	4	5	5	3
0,10	1/2	1	1/2	1/2	1/2	1	x2	The level of enterprise's staff and job applicants' expectation realization	x2	2	5	5	5	5	2	5
0,17	1	2	1	1/2	1/2	2	x3	Trade name's leadership	x3	3	5	4	4	5	4	5
0,24	2	2	2	1	1	2	x4	The level of target audience familiarity with the enterprise-employer's trade name	x4	4	5	4	4	5	2	2
0,20	1/2	2	2	1	1	2	x5	The level of optimality of enterprise-employer's trade name complex promotion	x5	5	2	2	2	2	5	3
0,10	1/2	1	1/2	1/2	1/2	1	x6	The level of society's interest in the enterprise-employer's trade name	x6	5	5	4	4	4	2	1
Wx	x1	x2	x3	x4	x5	x6		x: the level of enterprise-employer's trade name power		y1	y2	y3	y4	y5	y6	y7

Column descriptions (left, vertical): The quality of values of enterprise-employer's trade name; The level of expectation realization of enterprise's staff and job applicants; Trade name's leadership; The level of target audience familiarity with enterprise-employer's trade name; The level of optimality of enterprise-employer's trade name complex promotion; The level of society's interest in the enterprise-employer's trade name; x: the level of enterprise employer's trade name power.

Middle boxes:
- The matrix of pairwise comparisons according to the determination of the enterprise-employer's trade name power relative evaluation {X}
- The matrix of correlation of trade name's power and devotion to the enterprise-employer's trade name {XV}
- The matrix of correlation of trade name's power and devotion to the enterprise-employer's trade name, adjusted according to their meaning {XY}short
- The matrix of pairwise definition of the relative importance of the enterprise-employer's trade name rates {Y}

Column descriptions (right, vertical): y: the level of devotion to the enterprise-employer's trade name; The level of enterprise-employer's trade name correspondence to the needs of its staff; The level of correspondence of enterprise-employer's trade name to the needs of job applicants; The level of coordination of the staff's aims system with the conception of the enterprise-employer's trade name; The level of coordination of the staff's values system with the conception of the enterprise-employer's trade name; The level of actual values realization, which were proposed by the enterprise-employer's trade name; Sensibility to the enterprise-employer's trade name; The enterprise-employer's trade name resistance.

Wyp	x1	x2	x3	x4	x5	x6		y: the level of devotion to the enterprise-employer's trade name		y1	y2	y3	y4	y5	y6	y7
0,14	0,13	0,02	0,06	0,12	0,13	0,06	y1	The level of relevance of enterprise-employer's trade name to the needs of its staff	y1	1	2	2	2	1	1/2	1/2
0,23	0,21	0,10	0,17	0,25	0,08	0,10	y2	The level of relevance of enterprise-employer's trade name to the needs of job applicants	y2	½	1	1/2	1/2	1	1/2	1/2
0,14	0,12	0,07	0,10	0,14	0,06	0,06	y3	The level of coordination of the staff's aims system with the conception of enterprise-employer's trade name	y3	½	2	1	2	2	1/2	1/2
0,17	0,15	0,09	0,12	0,17	0,07	0,07	y4	The level of coordination of the staff's values system with the conception of the enterprise-employer's trade name	y4	½	2	1/2	1	1	1/2	1/2
0,19	0,17	0,08	0,14	0,21	0,07	0,07	y5	The level of actual values realization, which were proposed by the enterprise-employer's trade name	y5	1	1	1/2	1	1	1/2	1/2
0,09	0,10	0,02	0,06	0,05	0,10	0,02	y6	Sensibility to the enterprise-employer's trade name	y6	2	2	2	2	2	1	1/2
0,05	0,04	0,03	0,06	0,03	0,04	0,01	y7	Стійкість бренду підприємства-роботодавця	y7	2	2	2	2	2	2	1
	0,23	0,10	0,18	0,24	0,14	0,10	Wxp	The rates weight	Xy	0,13	0,21	0,15	0,18	0,17	0,09	0,07

Picture 1. The definition of the relative significance of the rates of trade name's power and devotion to the enterprise trade name taking into account their mutual influence
Resource: Author's development

To do that it is worth to construct the adjusted matrix *{XY} short,* in which every element is corrected due to the accounting of the weight of evaluation rates of trade name's power and devotion to the enterprise trade name

$$xy_{ij\,short}=xy_{ij}\times W_{xi}\times W_{yj} \tag{2}$$

On the basis of matrix *{XY}short* according to the formula (2) we may define the adjusted weight of the rates of trade name's power and devotion to the enterprise trade name, which may influence the level of these rates eventually.

The expert estimation of the trade name's power level and the level of devotion to the trade name of the investigated enterprises took into consideration the weight of the corresponding rates.

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The rates *Tnpl* and *Tndl* are accounted by the average-weighted formula and reflect the level of trade name's power and the level of devotion to the trade name consequently, which are common for these enterprises.

The rates *Tnplev* and *Tndlev*, in their turn, take into account the existing connections between the rates of trade name's power and devotion to the enterprises trade names. So, they reflect their eventually possible level (they are defined with the help of the average-weighted formula according to the adjusted weight of the corresponding rates).

The conducted researches showed that taking into account the existing connections between the rates of trade name's power evaluation and devotion to the enterprise trade name increases their level eventually. It gives the possibility to define the capacity of the trade name's power and the capacity of the devotion to the trade name, which depends on the managerial efforts aimed at the improvement of one or another rates:

$$\Delta Tnpc = Tnpl_{ev} - Tnpl \qquad (3)$$

$$\Delta Tndc = Tndl_{ev} - Tndl \qquad (4)$$

where $\Delta Tnpc, \Delta Tndc$ the capacity of trade name's power and devotion to the enterprise trade name consequently; *Tnpl, Tndl* is trade name's power level and enterprise trade name devotion level, which is common for the enterprise consequently; *Tnplev, Tndlev* is an eventual level of trade name's power and devotion to the trade name consequently.

The competitiveness of the enterprise trade name *(Ctn)* is an integral rate from the trade name's power level rates *(Tnpl)* and devotion to the enterprise trade name *(Tndl)*.

$$Ctn = \sqrt{Tnpl \times Tndl} \qquad (5)$$

Upon condition of 5 point scale use, we should consider the high rate of trade name's competitiveness the rate, which exceeds 3,67 points; the average rate is the rate of trade name's competitiveness, which is within the range from 2,33 to 3,67 points; the low rate is the competitiveness rate, which is lower than 2,33 points. The evaluation of the investigated enterprises' trade name competitiveness (chart 1) [5] allows to define that such enterprises' trade names of the allocation unit A1 as PAO group "Nord" (4,56 points), LLC "Foxtrot-Donezk" (4,28 points), LLC BF "Amstor" (3, 86 points) and also of the allocation unit A2 such as FS LLC "Coca-cola Beverages Ltd" (4,61 points) and LLC TC "Obzhora" (3,69 points) have high competitiveness. The competitiveness of the most enterprises of the allocation units B2 (on the average 2,25 points), A3 (2,30 points) and B3 (1,56 points) is low.

The trade name's eventual competitiveness of all of the investigated enterprises, which has been defined taking into account the existing connection between the rates of the trade name's power evaluation and devotion to the trade name, exceeds the rate of actual trade name's competitiveness. According to our evaluation, the capacity of the trade name's competitiveness varies from 0,01 point (PAO "Eco-Don") to 0,06 points (FS LLC "Coca-Cola Beverages Ltd"). This testifies the possibility of increase of enterprise trade name competitiveness by means of the most suitable redistribution of managerial efforts, which may cause the appearance of the effect of synergism.

Conclusions. The research of the scientific approaches to the definition of the trade mark evaluation showed that the list of the rates of trade name's power determination, which is proposed in the existing scientific approaches is not sufficient and reasonable [6]. Not enough attention has been paid up to the methodology of evaluation of trade name devotion, which reasonably reflects the connection of the labour market subjects with the enterprise. It is recommended to use such generalizing rate as "enterprise trade name competitiveness" in the process of the analysis of the enterprise trade name. It is defined by the level of trade name's power and by the level of devotion to it [7, 8].

It has been proved that the rates of the enterprise trade name power evaluation may influence indirectly the level of devotion to the enterprise trade name and vice versa. According to it, the managerial efforts, aimed at the improvement of the condition of the rates of enterprise trade name power evaluation, are able to increase the devotion to the trade name and vice versa. It is proposed to define the relative significance of the rates of trade name's power and devotion to the trade name taking into consideration their mutual influence. This allows revealing the capacity of the trade names

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Chart 1

The generalized evaluation of the enterprise-employer's trade name competitiveness of the investigated allocation units

Allocation unit	Enterprise	X: the level of enterprise-employer's trade name power			V: the level of devotion to the enterprise-employer's trade name			The enterprise-employer's trade name competitiveness			
		The trade name's power level	An eventual level of trade name's power	Trade name's power capacity	The enterprise-employer's trade name devotion level	An eventual level of devotion to the trade name	The trade name's devotion capacity	Actual	Eventual	Competitiveness capacity	Quality meaning
		Tnpl	Tnplev	ΔTnpc	Tndl	Tndlev	ΔTndc	Ctn	Ctnev	ΔCtn	
A1	PAO group "Nord"	4,70	4,75	0,05	4,42	4,45	0,03	4,56	4,60	0,04	high
	LLC "Foxtrot-Donezk"	4.50	4.52	0,02	4,07	4,09	0,02	4,28	4,30	0,02	high
	LLC „DPA"	3,24	3,24	0,01	3,48	3,52	0,04	3,36	3,38	0,02	average
	LLC BF "Amstor"	3,70	3,75	0,05	4,03	4,05	0,02	3,86	3,90	0,04	high
	LLC „BUMCITY"	2,70	2,76	0,06	3,55	3,59	0,03	3,10	3,15	0,05	average
	The average meaning in the allocation unit	3,77	3,81	0,04	3,91	3,94	0,03	3,84	3,87	0,03	high
B1	PJSC„Winter"	3,80	3,86	0,06	3,42	3,45	0,03	3,61	3,65	0,04	average
	PAO „Firm „Furniture"	3,50	3,53	0,03	3,24	3,28	0,04	3,37	3,40	0,04	average
	MTC„Shachtar"	3,36	3,38	0,02	3,55	3,59	0,03	3,45	3,48	0,03	average
	Small enterprise LLC firm „LIYA"	2,50	2,53	0,03	3,17	3,23	0,05	2,82	2,86	0,04	average
	PAO „Donetsk TsUM"	2,50	2,53	0,03	2,57	2,59	0,02	2,53	2,56	0,03	average
	The average meaning in the allocation unit	3,13	3,17	0,04	3,19	3,23	0,03	3,16	**3,20**	0,04	average
A2	FS LLC "Coca-cola Beverages Ltd"	4,70	4,75	0,05	4,53	4,58	0,06	4,61	4,67	0,06	high
	LLC TC "Obzhora"	3,80	3,86	0,06	3,59	3,64	0,04	3,69	3,75	0,05	high
	Private small enterprise "Sarepta"	3,40	3,43	0,02	3,04	3,09	0,05	3,22	3,25	0,04	average
	LLC „Ajax LTD"	2,80	2,86	0,06	3,11	3,15	0,03	2,95	3,00	0,05	average
	Manufacturing and cooperative enterprise„Orgtech"	2,60	2,63	0,03	3,04	3,09	0,05	2,81	2,85	0,04	average
	The average meaning in the allocation unit	3,46	3,51	0,05	3,46	3,51	0,05	3,46	3,51	0,05	average
B2	LLC „Ukrteploservis"	2,50	2,53	0,03	2,41	2,47	0,06	2,46	2,50	0,04	average
	LLC «ADV»	2,17	2,19	0,03	1,91	1,91	0,01	2,03	2,05	0,02	low
	PAO „Eco-Don"	2,07	2.09	0,02	1,91	1,91	0,01	1,99	2,00	0,01	low
	LLC „Yug-Torg"	2,37	2,42	0,05	2,51	2,55	0,05	2,44	2,48	0,05	average
	LLC „Firm „VI-VA-LTD"	2,17	2,18	0,02	2,47	2,50	0,04	2,31	2,34	0,03	low
	The average meaning in the allocation unit	2,25	2,28	0,03	2,24	2,27	0,03	2,25	2,28	0,03	low
A3	LLC „Chrystal"	1,80	1,86	0.06	2,22	2,26	0,04	2,00	2,05	0,05	low
	LLC „Ekvator LTD"	3,17	3,18	0,02	3,04	3,09	0,05	3,10	3,14	0,03	average
	LLC „NPK-DAK"	2,27	2,32	0,05	2,11	2,15	0,03	2,19	2,23	0,04	low
	PAO „The department store Progress"	2,20	2,23	0,03	2,51	2,55	0,05	2,35	2,39	0,04	average
	LLC „Avis"	1,70	1,76	0,06	1,93	1,98	0,04	1,81	1,87	0,05	low
	The average meaning in the allocation unit	2,23	2,27	0,04	2,36	2,41	0,04	2,30	2,34	0,04	low
B3	Manufacturing enterprise "Business concern "Mayak-Don"	1,96	2,04	0,08	1,85	1,88	0,03	1,91	1,96	0,05	low
	LLC „Tennis plus"	1,70	1,76	0,06	1,58	1,61	0,03	1,64	1,68	0,05	low
	PE „Colrabi"	1,26	1,29	0,03	1,59	1,61	0,01	1,42	1,44	0,02	low
	LLC „SOTA"	1,26	1,29	0,03	1,45	1,47	0,02	1,35	1,38	0,02	low
	LLC „Luvid-trade"	1,46	1,52	0,06	1,45	1,47	0,02	1,46	1,50	0,04	low
	The average meaning in the allocation unit	1,53	1,58	0,05	1,58	1,61	0,02	1,56	1,59	0,04	low

Resource: Author's development

power and devotion to the enterprise trade name, which is caused by the managerial efforts, aimed at the improvement of corresponding rates.

On the basis of the evaluation of the trade name's competitiveness of the investigated enterprises it has been found out that the trade names of three enterprises of the allocation unit A1 and two enterprises of the allocation unit A2 have a high competitiveness; the competitiveness of the most enterprises of the allocation units B2, A3 and B3 is low.

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