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DEVELOPING THE EXPORT OF COMPETITIVE FINISHED PRODUCTS IN THE WORLD MARKET

Abstract: Export competitiveness measures an economy's share of non-extractive exports to GDP relative to the share of global non-extractive exports to global GDP. Exporting provides the opportunity to expand production, boost employment, reduce unit costs, and increase incomes. Enhancing export competitiveness in developing countries requires a multifaceted approach, including investment in value-added manufacturing, improvements in product quality, and the expansion of trade facilitation measures. Competition in international trade refers to the interaction between buyers and sellers in the market in order to obtain the best possible price for goods or services. This can be done through various methods, such as haggling, offering discounts, or simply providing a better product or service than the competition.

Key words:export competitiveness, international competition, global economic, world markets, buyer, export products, produce products, competitive strategies.

Introduction. International competition is the competition between resident companies of different countries in national and world markets. The successful running of a company's business in an international (global) competitive environment presupposes, first of all, adaptability to the requirements of the specified environment and ability to derive benefits from it in accordance with its goals and objectives. These skills and abilities form the core competencies of the company. Competence is the ability to correctly apply knowledge and skills (know-how) to solve specific problems in these specific situations. Key competencies of the company:

- competence in developing and implementing effective competitive strategies;
- the ability to implement constant innovations and fulfill all functions at a high quality level
- Ability to create, maintain and develop responsible, partner, trusting relationships with its stakeholders (suppliers, consumers, investors, local community, authorities).

These key competencies of the company, together with other factors of its competitiveness, constitute competitive advantages. The system of international competitive advantages of the company consists of the following main elements:
"intra-firm" key competitiveness factors (key competencies); the company's ability to apply its key competitive advantages globally (in the space of interstate business interaction); Competitive advantages of location of various elements of the company's business in different countries and regions of the world. Successful implementation of this system of international competitive advantages ismanifested in the corresponding stable position of the company in world markets. This position is the international competitiveness of the company. Specific ways of the company's practical transformation of its system of international competitive advantages into the corresponding stable competitive position in the world markets are the international competitive strategies of the company.

Global economic integration offers businesses a wide selection of markets to penetrate. The boundaries between domestic and foreign countries become less relevant as firms progressively go international (Knight, 2000). However, the international market ventures of small- and medium-sized (SME) exporters, particularly in emerging economies, is often restricted by their limited size, reach and access. Therefore, adequate foreign market knowledge is crucial in formulating international strategies that are supported by their internal resources and capabilities. Such strategies include the decision to export products to the markets that offer greater opportunities for achieving superior performance. As export destinations, developed and developing countries are diverse in terms of their competitive environment and customer preferences. The differences have created uncertain conditions characterized by both opportunities and risks. Thus, firms are required to prompt a market-oriented strategy that compatible with the environment in order to be successful.

A global competitive strategy is a competitive strategy in which the firm:
sells its products and conducts its business in many countries; applies a unified approach to achieve sustainable competitive advantages. The single approach that is contained and implemented by the global strategy is as follows: First, in the development of the strategy, the main issue is the placement of different links in the value chain (basic and auxiliary activities) in the space of interstate business interaction and ensuring its work so that it is possible to sell the company's goods and conduct business around the world. Secondly, the practical implementation of the global strategy necessarily means the use of two distinct and complementary methods by which the firm can achieve a competitive advantage or compensate for various disadvantages due to conditions in a particular country. The first method is the configuration of the business: the most advantageous location of different types of core and auxiliary activities of the value chain in different countries in order to best serve the world market, extract and implement competitive advantages. The second method is the coordination of globally distributed business links of the company i.e., coordination (coordination) of a global firm of activities scattered around the world of its branches and other units. For example, the placement of links in the value chain directly related to the buyer (marketing, distribution and after-sales service) is usually tied to the placement of the buyer. In addition, the location of the buyer can be tied and the placement of other activities due to high transportation costs or the need for close interaction with the buyer. On the contrary, such activities as the production of raw materials, components, semi-finished products, etc., as well as auxiliary activities can be located independently of the client's location – this activity can be performed anywhere.

When carrying out the configuration, it is necessary to answer the question: In which and in how many countries does each type of activity that is part of the value chain be carried out? For example, do Ford companies produce cars at one large plant in the US or build additional factories in Western Europe and Russia?

Coordination requires an answer to the question: How is the dispersed activity coordinated (i.e., activities carried out in different countries)? For example, do different countries use the same brand and sales tactics, or does each branch use its own brand and tactics adapted to local conditions? The answer to the first question allows us to define and implement a specific type of configuration. The practical answer to the second question is to implement such aspects of global coordination between the elements of the chosen business configuration in the interstate (global) space, as information exchange; distribution of rights and responsibilities between units; coordination of efforts of the firm's divisions within a transnational corporate governance system. There are two main types of business configuration: concentration of activities and dispersal of activities. The main motive and reason for the firm to choose one or another type of configuration is the possibility of obtaining stable competitive advantages and neutralizing disadvantageous moments from the conditions of the home country and the host country. The first type of configuration means the concentration of a significant part of the core and ancillary activities of the value chain in a single country, with the subsequent export of finished products or parts overseas. The main reasons for the concentration of activities are: large scale effects in the performance of a particular activity; the effect of a sharp drop in production costs as the new product is developed, so that it is advantageous to produce products at one plant; placing interrelated activities in the same place to facilitate their coordination.

Better knowledge of the causes of the differences in the growth of export earnings of various countries will help in the understanding of the development process and of the conditions and policies which will influence the pace of future export growth and prospective requirements for external assistance.

In studying the pattern of export growth, it is convenient to distinguish between exports of major commodities, for which there are well-organized international markets, and the remainder, which may be called "minor" exports, a miscellaneous group of agricultural, mineral, and manufactured products. Export earnings of minor commodities have grown at a pace some six times higher than earnings from major world commodities. About two thirds of minor exports is accounted for by miscellaneous agricultural items such as mushrooms from Taiwan and tomatoes from Mexico; only one third is manufactured goods. In only a few countries with above-average performance in minor exports did the growth of exports of manufactures exceed that of agricultural goods; Taiwan and Jamaica were among those few. And there were only a few major export commodities for which export growth—for all developing countries taken together—has been more rapid than that for minor exports; among the more important of these major commodities are beef, iron ore, bauxite, and copper.

Exports from many countries have suffered because world markets for their principal export products have stagnated. Thus the markets for abaca, coffee, jute, tin, and wool experienced a contraction, and countries such as the Philippines, Brazil, Colombia, Pakistan, Malaysia, Bolivia, and Argentina suffered as a result. But although movements in major world commodity markets have in many instances been similar, different countries have made widely differing adjustments to them. This is reflected in the changes of the market shares of individual countries. Some countries, for example Ecuador and Malaysia, increased their shares significantly, while others—in fact, considerably more—suffered a loss in their market positions.

Conclusion. Developing countries have had widely differing export performances in the past 15 years. These differences prevail even after taking into account the impact of the movements in international commodity markets which have often been beyond the control of individual countries. The variations among countries exist even though they faced many external market problems in common. The magnitude of the differences and the analysis of possible explanations strongly suggest that supply factors—export volumes available for shipment, variety and quality of goods, price competitiveness, etc.—in the countries concerned were responsible to a significant extent. Thus, there seems to be no justification for identifying the export problem of the developing countries as one created by sluggish external demand. One important consequence is that any across-the-board liberalization of trade or other factors favoring all developing countries as a group are bound to have widely different impacts on different countries, with some likely to make impressive gains while others continue in stagnation.

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