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## **MECHANISM OF COMPETITIVENESS PROVISION OF CONSTRUCTION SECTOR OF UKRAINE ON THE BASIS OF PREVENTIVE PRINCIPLES**

Practical observations prove: if competitive environment provides the system of competition of business entities and relations between them, as the objective basis of which is the competitive consumer's behavior, which is reflected in the volume of competitive financially reliable demand, thus this environment for market segments covering the building complex is in the state of origin.

The results showed that the reserves on internal factors forming competitive producers who make up the branches of the building complex should be formed on the basis of development for network communications, transport provision, sales channels of construction materials; formation of marketing measures to minimize the effects of seasonal demand; stimulate the demand for new construction materials that speed up the process of construction and so on.

We have established that under the conditions of economic globalization to succeed in the competitive fight between micro and macro business entities, manufacturers have to use not only their existing knowledge, skills and competence, but also to produce new,

innovative knowledge obtained in the process of constant search. Hence, in order not only to adapt to new market conditions, but also prevent crisis phenomena we have offered the tools of concept of preventive marketing-integrated marketing communications, including branding, public relations, advertising, etc., which are used even in the sustainable development and operation of the company in order to create a so-called reserve that is a safety margin (competitiveness).

Based on the results of conducted researches we have proposed an author's approach to form a mechanism to ensure the competitiveness of the building complex on precautionary principles.

The proposed mechanism for ensuring competitiveness covers strategic and tactical levels that allows you to create the conditions to prevent imbalances and dysfunctions of management and production activities of industries complex, positive dynamics of economic growth of which has a direct impact on the economic development of the national economy and serves as a powerful factor to prevent crisis phenomena.