

QUALITY AS A COMPONENT OF COMPETITIVENESS OF DAIRY ENTERPRISES

Category «competitiveness of enterprises» summarizes the wide range of problems in identifying potential opportunities of the enterprise in the competitive struggle. The competitiveness of enterprise is defined as a system that includes a set of organizational and economic components has a specific operating conditions and individual optimality criteria at each stage of its development. Quality of products is one of the main components of ensuring competitiveness of enterprises in a relatively saturated market.

Table 1
Data for comparison to actually required and industrial recycled volumes of milk 2010-2011

Name of indicators	Fat, %	Milk is necessary for the production of 1 ton, t	2010		2011	
			Production volume		Production volume	
			thousand tons	milk equivalent, th.t	thousand tons	milk equivalent, th.t
Milk processed liquid	2,5	0,74	801	592,74	891	659,34
Cream, fat content more than 8 %	18	5,29	н/д	х	н/д	Х
Butter	72,5	21,32	79,5	1694,94	76,7	1635,2
Cheese fresh untwisted and cottage cheese	9	2,65	78,5	208,025	76,5	202,73
Cheeses	45	13,24	207	2740,68	178	2356,72
Dairy products	2,5	0,74	479	354,46	474	350,76
All actually needed milk	X	X	X	5935,753	X	5204,75
All industrial processed milk	X	X	X	4737	X	4615,1
The absolute difference, th.t	X	X	X	-1198,75	X	-589,65
The relative difference, %	X	X	X	-20,1955	X	-11,32

In the dairy industry, proceeding from the specificity of the product, quality is one of the most important components not only of competitive, but also of the viability

of the enterprise. However, the comparative analysis shows that in recent times the price of milk and dairy products in Ukraine exceeds the prices for the similar production in the EU countries. This fact makes the milk and dairy products very attractive for manufacturers of counterfeit products. Not heavy calculations and comparison of volumes of production and processing of milk in 2010-2011 years confirms the fact of replacement of milk raw materials to another not-dairy origin, and it means worsening of quality of dairy products.

Comparing information on the volumes of milk (table. 1) required for dairy products production and processing volumes, which gives the official statistics, it turns out that it is necessary to do more milk than officially have been processed. So we conclude that about 20 % of milk fats are substitute with vegetable fats. Such replacement occurs in the products with the highest number of fats, such as butter, cheeses. Identification of such falsification allows us to assume that the quality of dairy products do not meet the standards and quality norms, and therefore such an important part of ensuring the competitiveness as a quality cannot be estimated maximum in any milk processing plant in Ukraine, and domestic processing enterprises are losing their competitive advantages over imported products.

In our opinion, the quality control of dairy products and maintain it at a high level necessary to do from two sides: from the state the adoption of relevant laws, regulations and decrees, in which setting conditions for the production, storage and sale of milk, raw milk and dairy products; the creation of laboratories, which should be equipped with modern instruments and reagents for determination of safety performance and the quality of milk and dairy products. From the side of the organization are providing a systematic quality control and purposeful influence on the conditions and factors affecting the quality of product. Today the companies of the developed countries increasingly apply effective economic tool, such as system of quality which meets the international requirements that contained in the international and European standards of quality and certification. In our opinion, domestic enterprises should use the concept of total quality management. Total quality management (TQM) is a system that provides a comprehensive, targeted and well-coordinated application of systems and methods of quality management in all spheres of activities, from research and development to after-sales service with participation of the management and employees of all levels and with the rational use of technical possibilities.