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COMPETITIVENESS OF PRODUCT PRODUCTION DENTAL INDUSTRY ON THE MARKET OF UKRAINE

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КОНКУРЕНТОСПРОМОЖНІСТЬ ВИРОБНИЦТВА ПРОДУКЦІЇ СТОМАТОЛОГІЧНОЇ ГАЛУЗІ НА РИНКУ УКРАЇНИ

A new stage in the development of the economy of Ukraine creates new requirements for managing the competitiveness of the company's products. Modern principles of marketing, management, strategic approaches — by improving these components, it is possible to achieve product competitiveness management. All this is necessary, because the competitiveness of the economy of the entire country depends on the competitiveness of the company's products. Competitiveness of production products can be interpreted as a complex problem, which includes the influence of external and internal factors that prevent the product from successfully competing on the market. Because of this, the enterprise must constantly analyze, adapt and look for effective solutions. The article examines the concept of "competitiveness of products", its criteria, the concept of "dental implants", their advantages, such as: aesthetics; improvement of chewing function; durability; preservation of bone tissue; prevention of problems with neighboring teeth; comfort. The list of implant brands that are popular in Ukraine among customers is presented, namely: Straumann; Nobel; Bauer's; Astra. The Straumann — brand is a Swiss brand of dental implants manufactured in Switzerland. Implants of this brand belong to the premium class. The main characteristics of the products of this brand: innovative materials, durability, high quality and reliability, versatility, fast implantation. The Nobel — brand is a Swiss brand produced in the United States of America. Implants of this brand belong to the premium class. The main characteristics of the products are: special thread, versatility, atraumatic installation, warranty and protection against counterfeiting, clinical efficiency, made of high-quality titanium, preservation of soft tissues. The Astra — brand is a Swedish brand produced and located in Sweden. The main characteristics of the products are: biocompatibility, uniform load distribution, Swedish quality, conical design, rapid osseointegration. The Bauer's — brand is a Ukrainian brand produced in Ukraine in. Dnipro. The main characteristics of the products are: material, lifetime warranty, Ukrainian production, European standards, two types of implants. Weaknesses, strengths, opportunities and threats of dental implants on the market in Ukraine were studied and considered.

Новий етап розвитку економіки України створює нові вимоги до управління конкурентоспроможністю продукції підприємства. Сучасні принципи маркетингу, менеджменту, стратегічні підходи — шляхом вдосконалення цих складових можна досягти управління конкурентоспроможністю продукції. Це все потрібно, бо від конкурентоспроможності продукції підприємства залежить конкурентоспроможність економіки всієї країни. Конкурентоспроможність продукції виробництва можна трактувати як комплексну проблему, котру включає вплив зовнішніх та внутрішніх факторів, які перешкоджають товару успішно конкурувати на ринку. Через це підприємство має постійно аналізувати, адаптуватися та шукати ефективні рішення. У статті розглянуто поняття "конкурентоспроможності продукції", її критерії, поняття "стоматологічних імплантів", їх переваг, такі як: естетичність; покращення жувальної функції; довговічність; збереження кісткової тканини; профілактика проблем із сусідніми зубами; комфорт. Представлено перелік брендів імплантів котрі є популярними в Україні серед клієнтів, а саме: Straumann; Nobel; Bauer's; Astra. Бренд Straumann — це швейцарський бренд зубних імплантів з виробництвом у Швейцарії. Імпланти цього бренду належать до преміум-класу. Основними характеристиками продукції цього бренду: інноваційні матеріали, довговічність, висока якість та надійність, універсальність, швидке приживлення. Бренд Nobel — це швейцарський бренд, котрий виробляється у Сполучених Штатах Америки. Імпланти цього бренду належать до преміум-класу. Основними характеристиками продукції є: особлива різьба, універсальність, атравматична установка, гарантія та захист від підробок, клінічна ефективність, виготовлене з якісного титану, збереження м'яких тканин. Бренд Astra — це шведський бренд, що виробляється та знаходиться у Швеції. Основними характеристиками продукції є: біосумісність, рівномірний розподіл навантаження, шведська якість, конічна конструкція, швидка остеоінтеграція. Бренд Bauer's — це український бренд, що виробляється в Україні у м. Дніпро. Основними характеристиками продукції є: матеріал, довічна гарантія, українське виробництво, європейські стандарти, два види імплантів. Досліджено та розглянуто слабкі, сильні сторони, можливості та загрози стоматологічних імплантів на ринку в Україні.

Key words: competitiveness, product competitiveness, dental industry, dental implants, SWOT analysis, strengths, weaknesses, threats, opportunities.

Ключові слова: конкурентоспроможність, конкурентоспроможність продукції, стоматологічна галузь, стоматологічні імпланти, SWOT-аналіз, сильні сторони, слабкі сторони, загрози, можливості.

INTRODUCTION

The problem of competitiveness of production products reflects the ability of domestic goods to compete with analogues in foreign and domestic markets. The reasons for the problem of competitiveness of products can be the following factors: high cost of production; import dependence; outdated technologies and equipment; ineffective pricing policy; insufficient funding; low innovation activity; imperfect quality management; weak public policy; personnel problems.

The study of the problem of product competitiveness is understood as a system process aimed at identifying the strengths and weaknesses of products in comparison with the competitor's analogue.

Stages of product competitiveness research are: collection and analysis of information; Select the object to compare formation of a system of evaluation indicators; evaluation of the weight of indicators; calculation of the integral competitiveness indicator. Methods for studying the competitiveness of enterprise products are as follows: matrix method; method based on price and quality assessment; complex method; comparative analysis and SWOT analysis. Based on the results of the product competitiveness study,

it is possible to determine the current level of product competitiveness; identify the key factors that affect the attractiveness of the product for the consumer; form conclusions about the strengths and weaknesses of products and identify potential opportunities for improvement; predict the future level of product competitiveness and market trends; develop and justify an effective competitive strategy to strengthen market positions.

The study of the problem of competitiveness of products was conducted by many domestic and foreign scientists who used a variety of approaches to determine its essence. Among the researchers who contributed to the study of this problem, it is worth noting the works of Yankovo O.G. [11], Bazilyuk Ya. B., Klimenko S. and others.

The article is aimed at determining the competitiveness of the production of products of the dental industry — dental implants in the dental market of Ukraine.

RESULTS OF THE STUDY

A new stage in the development of the Ukrainian economy is accompanied by a number of unresolved issues, including the achievement and preservation of the competitiveness of products.

According to the definition of V. Vasilkov, "The competitiveness of the enterprise's products is the level of its competence in relation to other competing enterprises in accumulating and using the production potential of a certain orientation, as well as its individual components: technologies, resources, management (especially strategic current planning), skills and knowledge of personnel, etc., which is expressed in such resultant indicators as, in particular, product quality, profitability, productivity" [3, c. 41].

O. Zozuleva almost agrees with this definition — in her works she adds "separate components", but basically agrees that competitiveness is expressed through profitability, productivity and product quality [5].

The following definition of the competitiveness of products can be cited by M. Sayenko, that "The competitiveness of the company's products is its comprehensive comparative characteristic, which reflects the degree of superiority over competing enterprises in the aggregate of estimated performance indicators in certain markets and for a certain period of time" [1, p. 289]. The difference between these definitions lies in the fact that Saenko focuses on the external comparative characteristics of products, while Vasilkov emphasizes the internal competence of the enterprise that underlies this characteristic and focuses on the processes of accumulation and use of resources that lead to specific performance indicators, such as profitability and quality.

Thus, the competitiveness of products is a set of properties that show the level of satisfaction of a particular need in contrast to the similar products represented on the market.

Competitiveness is characterized by the conformity of products in terms of aesthetic, informational, innovative, technical, service and other parameters, market requirements, specific segment, consumer and other goods [8, p. 93].

Product competitiveness criteria: reliability; information content of the goods; the price of consumption of the goods; image of the goods; social targeting; the level of quality of the product and its stability; consumer novelty of the product; criterion of service availability; criterion of service conditions; service culture criterion. The stability of the functioning of the enterprise in the market is determined by the competitiveness of its products, services provided, and opportunities that ensure success in the competition. Assessment of competitiveness can take place according to the following methods: method of preferences; point assessment of competitiveness; integral estimation method; matrix method (SWOT analysis); Profile method (graphical method) structural and functional method [2, c. 290].

The formation of the dental market in Ukraine began in the nineties of the twentieth century. The market is actively expanding, changing — new dental institutions appear, capital equipment has changed, economic principles and organizational and legal principles of conducting dental business have changed and improved, a new generation of service personnel, dentists has been formed, but consumers have become sensitive to the quality and cost of dental services. Until recently, Ukraine has seen an increase in demand for dental implantation services, which at a new, modernized, qualitative level

solve the problem of prosthetics and restoration of lost or affected dentitions. The formation of a new segment of implantation in the dental market occurs in somewhat specific economic conditions, such as: the instability of the national currency; low solvency of the population; change of legislation in the field of international trade and taxation [4, p. 21].

The production of dental products in Ukraine, namely dental implants, is not highly developed, because clinics mainly use implants from foreign manufacturers, in Ukrainian realities the emphasis is more on their installation and prosthetics than on the production itself [7].

Despite the presence of highly qualified dentists and the developed field of dental implants in Ukraine, the main development in this area is focused on the introduction and use of advanced technologies and imported systems, and not on the local production of dental implants.

Dental implants — artificial replacement of lost teeth, by implanting them in the jaw. They are the basis for the installation of dentures, namely bridges or crowns, which allows you to restore the aesthetic appearance of a smile and one of the most important functions — chewing. It also helps to prevent the displacement of adjacent teeth and the reduction of bone tissue in the place where the tooth was lost [9]. Dental implants have the following advantages, among them: aesthetics; improvement of chewing function; durability; preservation of bone tissue; prevention of problems with neighboring teeth; comfort.

Aesthetics. Modern implants feel like real teeth and look as natural as possible and thus provide a harmonious and real smile.

Improvement of chewing system. Dental implants help to fully chew food without limiting the force of bite, which ensures a comfortable consumption of food.

Durability. Dental implants can serve throughout life, of course, with proper care for them. This makes them profitable in the long term, when compared with other types of prosthetics.

Preservation of bone tissue. After tooth loss, bone atrophy may occur, but thanks to implants that stimulate bone, atrophy does not occur.

Prevention of problems with neighboring teeth. Dental implants do not need to grind adjacent teeth, do not interfere with them, and this allows you to keep them healthy.

Comfort. Dental implants have a fairly high level of comfort, and in addition to the usual oral hygiene, they do not require additional, special, separate care.

The market leader in Ukraine is the manufacturer Straumann (Switzerland). Its products differ from others by a high level of engraftment and strength due to a special alloy.

The next most popular is the manufacturer Nobel (Sweden — USA). Their products are distinguished among others by the fact that they are used for immediate loading, and have their own original abutments. The three leaders in the dental implant market also include the manufacturer — Astra (Sweden — USA). In this product, the peculiarity is that their implant variants have beveled edges, which may be appropriate if the client has bone atrophies. Also on the dental market of Ukraine there is a domestic brand of implants — Bauer's Implants. Ukrainian manufacturer offers dental products that are not inferior in quality to Swiss and have a much lower price [10].

Table 1. Internal environment of dental products production

Internal environment			
Strengths		Weaknesses	
Factors	Value	Factors	Value
High quality of life	2,4	Risk of complications	2
Durability and functionality	2	Long rehabilitation period	2,25
Wide range of applications	1	High cost	1,75
Innovative materials	2,25	Complexity of the procedure	2
Together	7,65	Together	8

Compiled by the author.

Consider the competitiveness of dental implant production in Ukraine. To do this, use the SWOT-analysis method. First, let's define strengths, weaknesses, threats and opportunities [6].

Strengths include:

- high quality of life — providing the client with an improvement in the quality of life, by getting rid of physical limitations;

- durability and functionality — implants allow and allow to return and restore the lost functions of the body for a long time;

- a wide range of applications — dentistry, orthopedics, cardiology;

- innovative materials — high-tech and biocompatible materials that increase safety and efficiency.

Weaknesses include:

- the risk of complications — infection, rejection or allergic reaction;

- a long period of rehabilitation — recovery takes considerable time;

- high cost — the procedure is often expensive, limiting access for certain categories of customers;

- complexity of the procedure — requirements for high qualification of medical personnel and specific equipment.

Features include:

- entering new markets — development of new areas of application of products, expansion of sales geography;

- state support — aimed at the development of the medical industry and the availability of the procedure;

- development of new technologies — the introduction of artificial intelligence, 3D-druck, new biomaterials for personal dental products;

- increased demand — increased awareness of medical procedures, aging population.

Threats include:

- regulatory changes, changes in legislation and quality standards — can complicate the production and registration of dental products;

- high competition — competition between manufacturers and clinics.

- limiting the availability of qualified personnel — lack of highly qualified medical personnel;

- unpredictable epidemics and crises — negatively affect the availability of medical services and the financial capacity of the population.

Next, consider the internal environment for the production of dental products in Ukraine (Table 1).

Weaknesses are greater than strengths, so we can conclude that the current state of affairs in the dental industry requires attention, because shortcomings prevail over advantages. There is a need to develop a strategy to eliminate it, minimize threats and use opportunities to achieve better results. Next, consider the external environment for the production of dental products in Ukraine (Table 2).

Threats outweigh the possibility, which indicates that external factors that producers cannot control have a greater impact than positive external factors that contribute to development. It is necessary to develop a strategy to minimize threats, and not just to use opportunities, which can lead to stabilization, not market growth or exit.

According to the results of SWOT analysis, we have the fact that production can survive in conditions of high competition, paying attention to the quality of products — it can become a defense against aggressive competition. It is necessary to choose a differentiation strategy — in order not to compete in price, manufacturers can position themselves as manufacturers of high-quality goods. Manufacturers also need to use their unique developments to differentiate from competitors. Their success depends on the effective and successful application of innovation to create a unique offering that reduces the impact of competition.

CONCLUSIONS

The competitiveness of the production of dental products — implants — is determined by their ability to satisfy the needs of the consumer more than the same products from another manufacturer that is on the market.

The production of dental implants is a competitive industry in Ukraine, both in terms of price characteristics and quality due to the presence of a domestic manufacturer and world brands.

Well-known international manufacturers of implants — Nobel and Straumann — are represented in Ukraine. The Ukrainian manufacturer offers dental implants made of quality materials that can compete with the products of international brands in terms of quality characteristics, but at a more affordable price. In terms of availability — thanks to domestic production, there are lower-cost products on the market, which makes it affordable for most customers. So, in the dental market of Ukraine there is a wide and diverse selection of quality

Table 2. External environment of dental products production

External environment			
Opportunities		Threats	
Factors	Value	Factors	Value
Entering new markets	3,6	Abandonment of new markets	2,4
State support	2	Lack of state support	3
Development of new technologies	5,6	Stagnation of technology	2,4
Growth in demand	4,9	Decline in demand	2,1
No changes in legislation and quality standards	1,6	Regulatory changes, changes in legislation and quality standards	6,4
Low competition	1,8	High competition	7,2
Availability of qualified personnel	2,7	Limited availability of qualified personnel	6,3
Absence of epidemics and crises	0,8	Unpredictable epidemics and crises	6,3
Together	23	Together	36,1

Compiled by the author.

dental implants, which allows customers to choose the best solution, taking into account their budget and individual needs.

The existing strengths that give dental implants an advantage over competitors are not used properly or not fully; weaknesses need immediate resolution; the predominance of weaknesses suggests that a large number of internal problems that are combined with external threats pose risks to the development of dental products.

The market is affected by negative circumstances, among them: new competitors, economic downturn, technological innovations, changes in legislation that can lead to violations in business, social changes, which in turn reduce the demand for products. It is worth focusing on reducing or eliminating the negative impact of threats, among the options — diversification of suppliers, the development of a backup plan, the search for an alternative market or exit from it, if the threat is not avoided and not overcome.

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