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### **Information databases formation peculiarities for company competitiveness management**

A key role in the management systems of enterprises is given to ensure the support of the enterprise competitiveness at a given level. An enterprise becomes competitive if its multilevel potential is realized, which allows to form a stable market advantage. Achieving priorities in each direction ensures undeniable advantage of the enterprise in the competitive struggle, which is possible only with continuous monitoring of the situation on the consumer market and within the enterprise, making an analysis of the actions of competitors, forecasting their development.

The latter is realized by collecting, processing and using information. The information infrastructure of the enterprise, refers to the provision of subsystems by its nature, has a significant impact on its competitiveness [1]. Therefore, comprehensive research of the competitiveness of enterprises, management of it with the use of modern information technology is an urgent task of modern business entities. In these conditions there is a need to create an integrated database at the enterprise, aimed at meeting the needs for obtaining complete, relevant and actual information for making informed decisions in the process of managing the competitiveness of the enterprise.

This method is proposed to be used to build the structural construction of information databases to ensure effective management of the enterprise competitiveness (Fig. 1).

The information support of the proposed information management system for enterprise competitiveness must be distributed and organized in the form of distributed databases.

Thus information support for information management must contain four main interrelated distributed databases: the company internal information database, the company competitiveness database, the database of information about competitors and a database on the competitiveness of the region, industry, and the state. A methodological

basis for assessing and analyzing the competitiveness of the enterprise is formed being based on these components.

On the basis of studying and systematization of different views of such scientists as economists regarding the basic requirements for information in the system of information management of competitiveness of products we can identify the most significant of them, such as accuracy, reliability, relevance, reliability, sufficiency, efficiency, complexity, legal correctness, objectivity, targeting, clarity, purposefulness, suitability, utility, minimal volume with maximum content, timeliness in reporting the management for decision-making. Compliance with these conditions is the key to creating an effective system of information provision of the enterprise and the process of managing its competitiveness [2].

Summing up it should be noted that the formation of information databases is not only a positive factor in the standard economic situation of competition. In the context of the economic crisis it is most relevant because it allows significantly improve productivity and basic financial performance of the organization while reducing costs in a competitive environment.

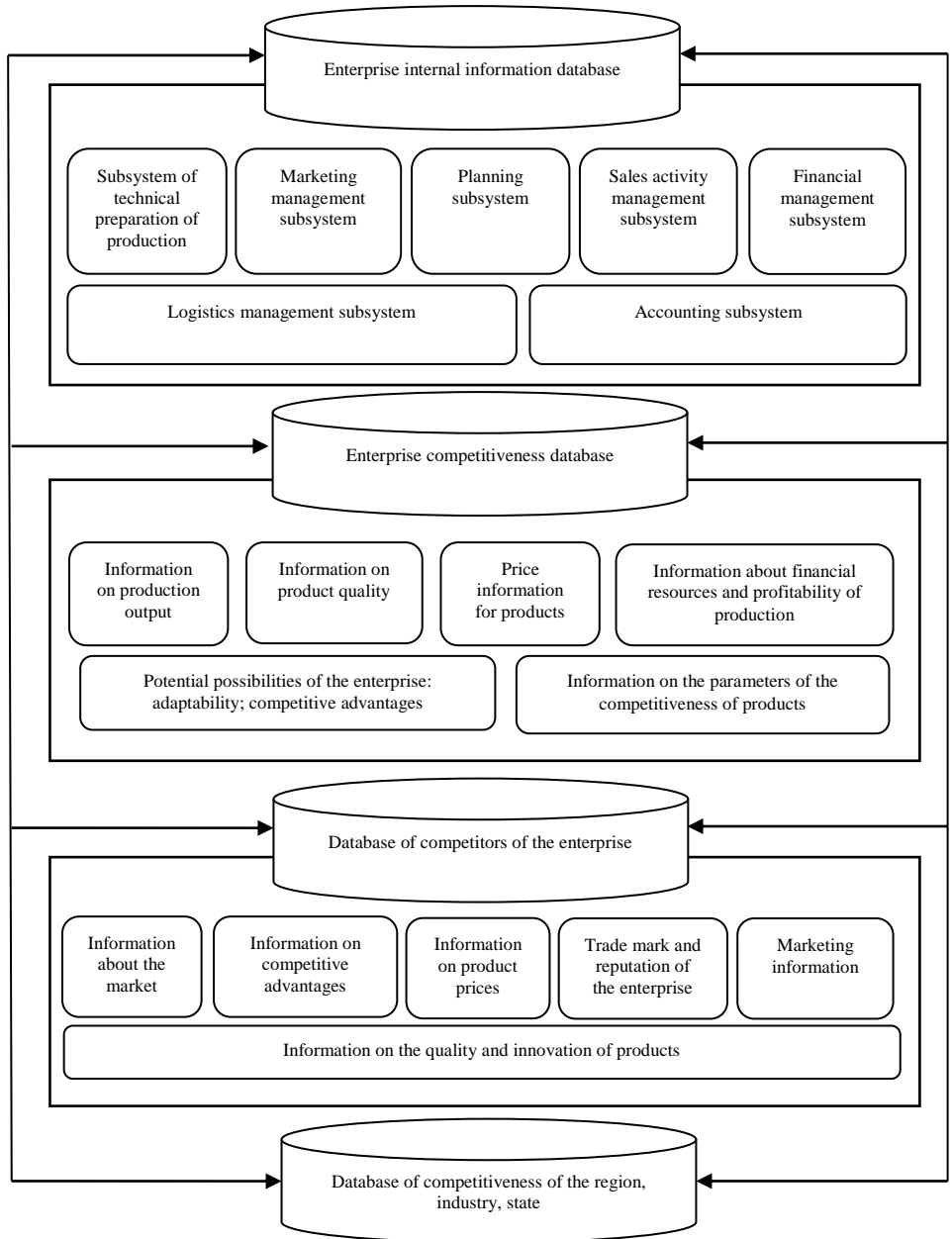


Fig. 1. Information databases of enterprise competitiveness management

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2. Popov D. Evolyutsyya pokazateley stratehyy razvytiya predpriyatiya. Zhurnal «Upravlenye kompaniyey». – 2003. – No 2. – [electronic journal]. – Available at: [http://www.zhuk.net/ archive/articlesyk.aspaid=3176](http://www.zhuk.net/archive/articlesyk.aspaid=3176).