



# COMPETITIVENESS

The word 'COMPETITIVENESS' is rendered in large, bold, red 3D block letters. A magnifying glass with a black handle and a silver frame is positioned over the letter 'I', which is significantly enlarged and distorted by the lens. The background is white with faint, light blue circular patterns.

Is its ability to successfully compete on the market;

To receive economic benefits relative to its competitors



# COMPETITIVENESS

1. What Is Competitiveness?
2. Criteria
3. Methods Of Assessment
4. Management Of Competitiveness



# WHAT IS COMPETITIVENESS?

**Criteria**



**Market share**



**Competitiveness and uniqueness of the products/ services**

**The financial, industrial, technological and innovation potentials**

**The brand**



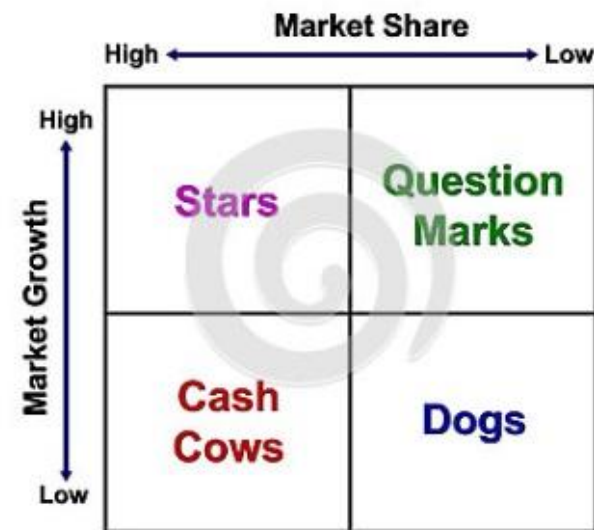
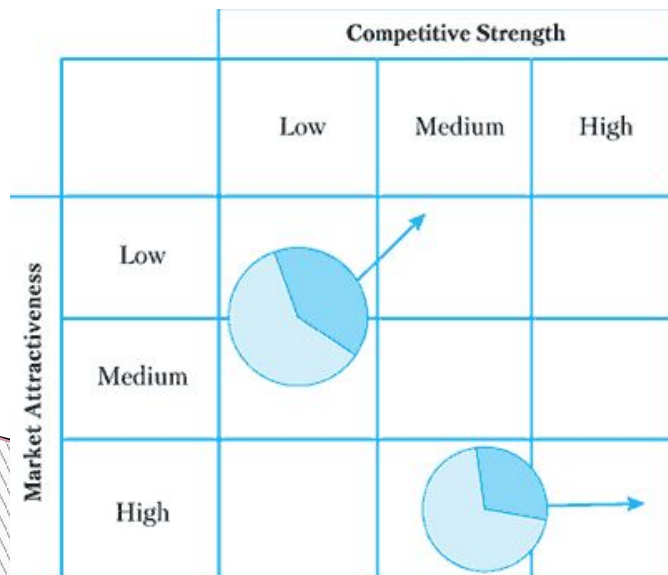
**Efficient management**



# Methods for the assessment



The BCG Matrix





# COMPETITIVENESS



To conquer and retain a competitive edge

To be superior over competitors



Question

A 3D rendered graphic featuring the word "Question" in a light gray, sans-serif font. The letters are thick and have a slight shadow beneath them. At the end of the word, a large, vibrant red question mark is positioned, appearing to be part of the word's structure. The entire graphic is set against a plain white background with a subtle reflection on the surface below.