



*<sup>1</sup>National University of Water and Environmental Engineering, Rivne*

## **ANALYSIS OF CONSTRUCTION COMPANIES PROFITABILITY FROM THE POSITION OF THEIR COMPETITIVENESS POTENTIAL MANAGEMENT: THEORETICAL AND METHODOLOGICAL ASPECTS**

The concepts of competition and competitiveness are examined in article. The approaches to identification of the concepts of «competitive potential of company» and «potential of competitiveness of company» are worked out. The structure of the company's competitiveness potential is studied. The levels of competitiveness of the company's potential are characterized. The components of the strategy for ensuring the competitiveness of company are analyzed.

The stages that embody the process of assessing the competitiveness of company's potential are formulated. The consequences of the military invasion of the Russian Federation on the economy of Ukraine are characterized. The dynamics of the construction products index for 2018–2022 is studied. The negative trends in the construction industry in Ukraine in all areas of construction work are analyzed. The dynamics of the volume of construction products produced by type in 2018–2022 is presented. The measures that should be implemented to improve the methods of comprehensive assessment of the economic efficiency of construction company are proposed. The profitability of assets, attracted capital, products, sales, equity for 2020–2022 of the construction company Renome-Eurobud LLC, which has been successfully operating in the construction market since 1996, is determined.

**Keywords:** analysis; competitiveness; construction company; profitability; competitiveness potential; management.

**Relevance of the topic.** Competitiveness of companies in today's conditions is one of the important factors of successful activity, which can ensure the ability of a company to adapt to market conditions, take a leading position in the market and stay there for a certain period of time. The problems of managing and increasing the level of competitiveness of

a company lie in the complexity of company's management due to the influence of external factors.

In modern conditions assessing the state of profitability of a construction company allows to determine the most rational ways of using resources and form the structure of the company's funds, as well as allows the manager to ensure effective management decisions and promptly respond to environmental factors that affect the profitability of the construction company and remain competitive.

Competition forces companies of all forms of ownership to constantly monitor changes in supply and demand, the cost of material resources, reduce production costs, improve the quality of their products and services sold on the market, and increase their competitiveness. As for construction companies, the desire to feel competitive in the construction market encourages them to work more efficiently, which is reflected in setting competitive prices for construction products and trying to improve the quality of construction work.

**Analysis of recent research and publications.** Domestic theorists who have studied the competitive potential are N. Karachina, L. Pertsata, Y. Lisun, A. Rudyi, V. Matveev, V. Hrosul, M. Afanasieva and A. Yanchev. Also the works of K. Kuznetsova on resource provision of the company's competitiveness potential are noteworthy. The theoretical and methodological foundations of the scientific understanding of sustainable development as a conceptual basis for the formation of competitiveness of construction companies are formed in the works of V. Shevchuk, A. Ivanchenko, G. Daly, V. Kukhar, B. Danilishyn, V. Zahorsky, E. Borshchuk, I. Zholobchuk, L. Zaitseva, T. Tsyfra, E. Derkach, Y. Zapecheska, O. Hrytsenko, S. Stetsenko, A. Hoiko.

**The purpose of the article** is to substantiate the theoretical provisions on the essence of the concept "company's competitiveness potential" and its structure as well as to analyze the profitability of construction companies (Renome-Eurobud LLC taken as an example).

**Summary of the main material.** Competition and competitiveness are terms that are often used in both business and public discussions about economic units, their environment, and their ability to perform certain functions in accordance with strategic or political goals derived from business, economic, or social objectives.

Today, there is a considerable number of interpretations of the concept of «company's competitiveness», but it is impossible to single out one correct one. Some researchers believe that competitiveness of company is a certain category related to product characteristics, while



others base it on the efficiency of the production process, strategic planning of company development and its ability to introduce new technologies and compete with rivals in the market. Having highlighted the statements of several scholars, we can offer our own interpretation of this term.

As defined by M. Porter, «competitiveness is a comparative advantage over other firms, the ability of a market entity to be on the same level as similar competing entities in the market». He emphasized that the competitiveness of company can be assessed only within companies related to the same industry.

G. Skudar continued Porter's thought and gave his own definition that competitiveness is «a multilateral economic category that can be considered at the level of a product, commodity producer, industry, country and is determined by the economic, social, socio-political conditions of the state or commodity producer in the domestic and foreign markets». M. Yermolov characterized the concept of «company's competitiveness» as follows: «a relative characteristic that reflects the difference between the development process of one manufacturer and a competitor both in terms of the level of satisfaction of a specific social need with its goods or services and the efficiency of production activities» [1].

Modern literature also uses the concepts of «competitive potential of company» and «potential of competitiveness of company». It is important to define the difference between these terms. According to N. Karachina and L. Pertsata competitive potential is the internal and external competitive capabilities of a firm that allow company to compete effectively in the market by forming competitive advantages through the use of tangible and intangible resources. J. Lisun and A. Rudyi define it as the potential ability to maintain and increase competitive advantages in the long term, which is determined by a set of parameters that determine the ability and capacity of an organization to function effectively in the market in the future, to maintain or increase its market share and high level of profitability.

V. Matveev notes that this is «a set of indicators or factors of company characterizing its strength, sources, capabilities, means, reserves, abilities, resources and many other production reserves that create, maintain and develop sustainable competitive advantages in the market, contribute to the achievement of strategic competitive goals, ensuring its high competitive status». V. Hrosul, M. Afanasieva and A. Yanchev note that competitive potential «lies in its abilities and

capabilities to carry out effective economic activity in the competitive environment of the target consumer market».

Despite the fact that the interpretations are quite comprehensive, it is advisable to use the concept of «competitiveness potential», since competitiveness should ensure the ability to compete in markets with producers and sellers of similar goods; the level of competence of company relative to other competing companies, which reflects the degree of superiority; the ability to obtain a synergistic effect from the rational use of competitive advantages; production and sale of competitive products; and the ability to counteract competitors.

According to K. Kuznetsova competitiveness potential is «the available and hidden opportunities to attract and use production factors to obtain the optimal result using the optimal amount of resources». It is worth noting that this definition is rather vague and does not indicate the structural elements of the potential and the specific target result of the management process. Thus, it is important to identify the components of the competitiveness potential, the management of which determines the result of its realization, as well as its hierarchical level in the system of the company's potential.

Competitiveness potential has a similar focus to strategic, market, sales and marketing potentials. L. Ladonko and M. Ganja consider strategic potential from the point of view of providing key resources for achieving the strategic goals of the company, therefore, if the goals involve the formation of a certain level of competitiveness, the essence of strategic potential and competitiveness potential will coincide. The comparison shows that competitiveness potential is a narrower concept.

In the scientific literature there is no single approach to the structure of the company's competitiveness potential. For example, K. Kuznetsova identifies natural, technical, technological, financial, labor, managerial, and information potentials. N. Karachina and L. Pertsata note that the components of the competitiveness potential include a set of available natural, material, labor, financial and intangible resources and capabilities of business entities. Y. Lisun and A. Rudyi include marketing, production, innovation, environmental, financial, human resources and management potentials as components [2].

D. Salavelis believes that competitiveness potential is an economic category that provides a comparative characteristic and reflects the level of superiority of the performance indicators of assessing the state of the system of its resources and capabilities relative to similar indicators of competitive companies in the market. A. Voronkova interprets the



competitiveness potential as a set of production, financial, intellectual and labor capabilities of a company that provide it with competitive advantages in the market.

The potential of a company competitiveness, according to I. Zlyden, is a systematized set of mutually agreed capabilities and resources of the internal environment of a company, which ensures gaining competitive advantages in a changing external environment and limited resources, contributes to the achievement of the set competitive goals and, if used rationally, provides the company with a high competitive status. As we can see, when determining the content of the concept of competitiveness potential, one should take into account its strategic orientation, a combination of current and future abilities to transform existing and prospective opportunities, as well as resources into certain values, positive results, etc.

The competitiveness of an company's potential is a complex, multidisciplinary concept, as it involves taking into account the interaction of all its components (production, personnel, marketing, management, finance, etc.).

The competitiveness of company's potential has several features, namely: competitiveness is not an intrinsic quality of a company (i.e. its internal, natural quality). it can be identified and assessed only in the presence of competitors (real or potential); this concept is relative, i.e. it has different levels in relation to different competitors; the competitiveness of an company's potential is determined by the productivity of the use of resources involved in the production process; the level of competitiveness of the company's potential depends on the level of competitiveness of its components (primarily products), as well as on the overall competitiveness of the industry and the country.

At the present stage of development of scientific research on the competitiveness of company's potential, a dualistic approach to determining its levels has been outlined.

Depending on the globalization of the research objectives, the following levels of competitiveness of the company's potential are distinguished: world leadership (world standard); national leadership (national standard); industry leadership (industry standard); threshold level. If an company is below the threshold level, its potential is considered not competitive at all [4]. The components of the strategy for ensuring the competitiveness of the company are:

1. Product and market strategy – includes decisions on such aspects as the nomenclature and range of products and the degree of

their renewal, production scale, product quality, advertising, customer service, pricing.

2. Resource and market strategy – includes decisions on such aspects as the volume of resource reserves, quality of resources, behavior in the resource market.

3. Technological strategy – includes decisions on such aspects as the nature of technology, the degree of stability of technology, technology upgrades, technological gaps.

4. Integration strategy – includes decisions on such aspects as vertical integration, horizontal integration, diagonal integration;

5. Investment and financial strategy – includes decisions on such aspects as attracting external financial resources, return of borrowed funds, investment of own funds.

6. Social strategy – includes decisions on such aspects as the number of employees, interchangeability of employees, differentiation of employees, degree of paternalism, social type of the team.

Summarizing the above, we conclude that measures to improve the competitiveness of companies are impossible without elaborating a strategy for their development, defining the main goals of activities, taking into account competitive advantages [5].

In general, the process of assessing the competitiveness of an company's potential consists of the following stages:

- determination of the purpose of competitiveness assessment (substantiation of claims for external investment resources, identification of reserves for economic growth, other goals of current management);
- selection of a group of competitors, taking into account the possibilities of obtaining the necessary primary information for the purposes of competitiveness assessment;
- determination of groups of key competitiveness indicators to be assessed (it is advisable to group them by components of the company's potential, namely: indicators of marketing potential, production, financial, innovative, personnel, organizational management structure, etc.);
- calculation of individual, group, and integral indicators of competitiveness for each company;
- substantiation of the conclusion on the level of competitiveness of the object of evaluation and development of measures aimed at improving or maintaining competitive positions.

The complex nature of the concept of competitiveness of potential necessitates the substantiation of a system of indicators (criteria) that can be considered as key indicators of competitiveness and cover the



most important aspects of the quality and efficiency of the use of the company's potential [6].

Maintaining and strengthening the market position of companies necessitates finding ways to improve competitiveness. One of them is to substantiate the evaluation characteristics of the overall competitive position of the company and to create a system for managing the competitive position of the entity operating in the market, which necessitates research, analysis and evaluation of the competitiveness and profitability of companies [7].

The competitiveness of a construction company is determined by its ability to compete in the market based on factors such as the quality of products and services, prices, timing of work, reliability, reputation and innovation. Developing a strategy is an important step in improving the company's competitiveness, as it defines the goals and ways to achieve them. Taking into account the company's potential, market situation, and value orientations helps to develop a realistic and achievable strategy that contributes to the company's competitiveness and successful development [8].

The military invasion of the Russian Federation has a negative impact on the economy of our country in general and the development of the construction industry in Ukraine in particular. The conflict has led to the destruction and damage of infrastructure, the destruction of the housing stock, and the exacerbation of problems in the field of the chosen vector of infrastructure development.

Declining investment and economic instability have led to a reduction in construction projects and postponement of planned reconstruction. All of these factors limit the development of the construction industry in Ukraine and complicate the restoration of infrastructure after the end of the conflict. The construction industry reacts sharply to crises. Construction projects often require significant investment and a long lead time, making them vulnerable to economic fluctuations, while demand for new construction projects may decline during times of crisis, leading to lower revenues and reduced activity in the industry.

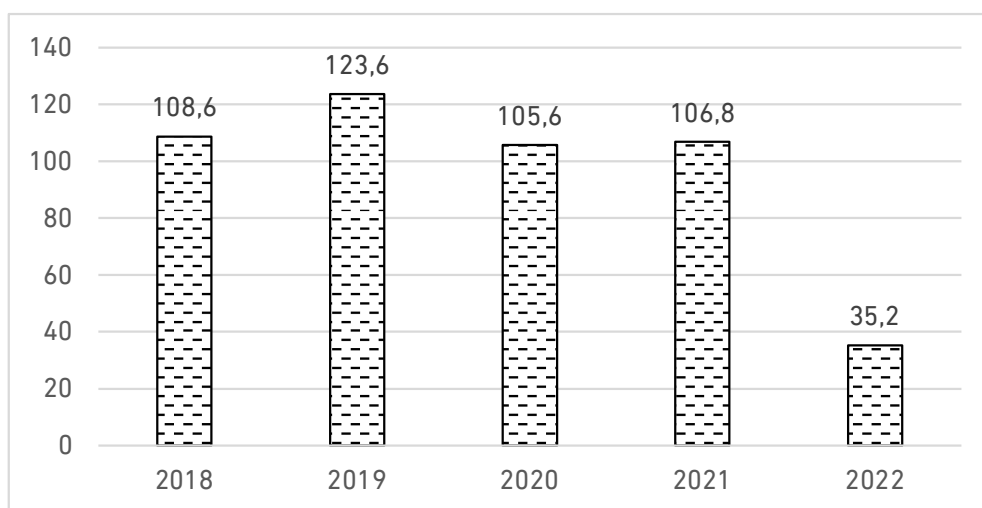


Fig. 1. Construction products index for 2018 2022 (%)

Source: compiled by the authors based on data from the official website of the State Statistics Service of Ukraine.

As can be seen from the above diagram, for the period from 2018 to 2022 inclusive, the following changes and transformations took place in the dynamics of the construction products index within the framework of the development of the national economy of Ukraine:

– there was a critical decline in this index, from 108.6% in 2018 to 35.2% in 2022;

– in fact, the construction industry grew throughout the entire period of the study compared to the previous year (a significant increase was recorded in 2019 with the start of the Big Construction projects, a slight drop in growth in 2020 is explained by the coronavirus crisis and the introduction of quarantine restrictions), the growth rate ranged from 5.6% to 23.6% compared to the previous year;

– at the same time, in 2022, a drop of 64.8 percentage points was recorded compared to 2021, primarily due to the full-scale invasion of Ukraine by the Russian Federation, which led to the suspension of most construction projects (both in the public and private sectors).

Thus, it can be determined that the aggressor's military invasion of Ukraine has led to a more than threefold reduction in activity in the country's construction sector, while at the same time it creates the need for a more detailed analysis of certain indicators of this industry.

Let's analyze the dynamics of the volume of construction products produced (Fig. 2).



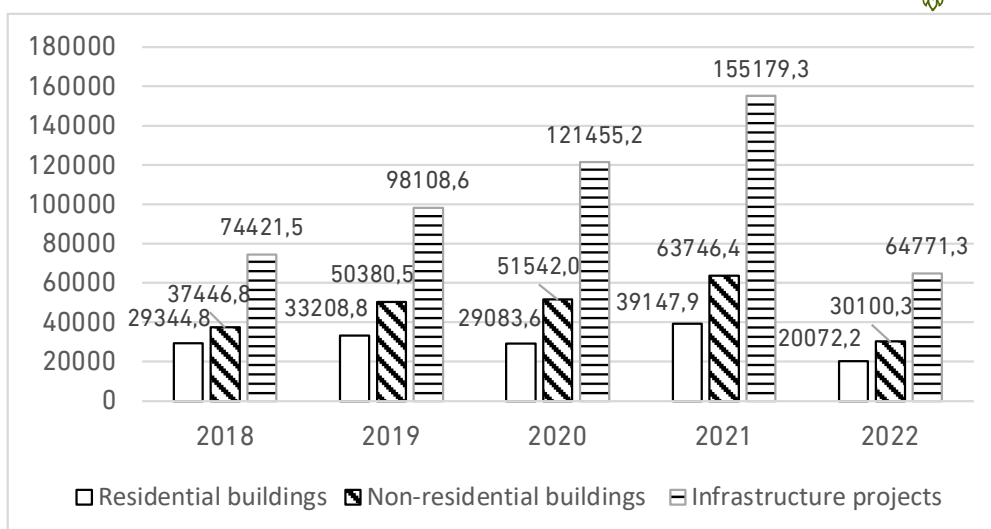


Fig. 2. Volume of construction products by type in 2018–2022 (UAH mln)

Source: compiled by the authors based on data from the official website of the State Statistics Service of Ukraine

Thus, negative trends in the construction industry in Ukraine were recorded in all areas of construction work:

– the volume of construction products produced in the field of «residential buildings» systematically increased from UAH 29.3 billion in 2018 to UAH 39.1 billion in 2021, but under the influence of the military conflict, the indicator in this area decreased almost twice (to UAH 20 billion);

– a similar trend is observed in the non-residential construction sector. The total volume of construction products produced in this aspect increased from 37.5 billion UAH in 2018 to 63.7 billion UAH in 2021, while in 2022, as part of the full-scale invasion of Ukraine by the Russian Federation, this figure more than halved to 30 billion UAH, respectively;

– a similar trend is observed in the field of construction products manufactured within the framework of infrastructure projects. The rapid growth in 2018–2021 from UAH 74.4 billion to UAH 155.1 billion was followed by a significant decrease in this indicator to UAH 64.7 billion in 2022.

In general, we can see that the full-scale invasion of Ukraine by the Russian Federation in February 2022 significantly affected the decline in the development of construction and the construction industry in Ukraine. In general, this stagnation in 2022 was caused by the consequences of the full-scale invasion: lack of free funds, systemic migration processes (including for leaving Ukraine), the threat of destruction of unfinished construction, falling consumer demand, fluctuations in the national currency, etc. In order to improve the methods of comprehensive

assessment of economic efficiency of construction companies, it is necessary to:

- clarify the set of existing indicators for assessing the economic efficiency of construction companies;
- form the most complete set of such indicators, maximally adapted to the construction industry;
- systematize the previously known methods of determining these indicators;
- determine the most optimal ones for a comprehensive assessment of the efficiency of construction companies, taking into account the current state of market relations and trends in the country's economy;
- supplement the existing classification with sectoral features of the construction economy. The key indicator that characterizes the economic efficiency of a company is the profitability indicator, which allows the company to identify further development potential and find growth reserves.

Profitability is a category that characterizes the economic efficiency of production, whereby a company fully reimburses the costs of its production and receives profit as the main source of expanded reproduction through the cash proceeds from the sale of products (works, services) and receives a profit as the main source of expanded reproduction.

Profitability acts as an economic category, an estimated performance indicator, a target, a tool for calculating net income, a source of formation of various funds, so profitability should be understood as a relative indicator of the efficiency of construction companies, which reflects the ratio of profit received to available or used resources [10]. Based on a comprehensive approach, we analyze both absolute and relative indicators of financial results (Table), including various types of profitability. The list of relative indicators of profitability (profitability, yield) is considerable. The most commonly analyzed profitability indicators are return on assets, return on equity, and return on sales (sales), and somewhat less commonly are profitability of operations, profitability of products, and overall profitability.

The results of the analysis of these indicators make it possible to draw conclusions about maximizing profits. The most important and those that form a generalized view of the performance of the main activities of construction companies are indicators of return on assets, current assets, equity, investments, certain types of products, activities



(cost recovery), operating activities, sales, profitability of production activities, and operating leverage. In the dissertation: [11] analyzes profitability indicators and identifies those that are most often used in domestic publications. These include, in particular:

- return (profitability) on equity (highlighted in 7 out of 9 publications);
- return (profitability) on sales (sales) (7 out of 9);
- product profitability (6 out of 9);
- return (profitability) on assets (6 out of 9);
- return (profitability) on operations (cost recovery) (5 out of 9);
- return (profitability) on equity (4 out of 9);
- return (profitability) on working capital (4 out of 9);
- product profitability (4 out of 9);
- total profitability (3 out of 9);
- profitability of production activities (3 out of 9).

Profitability as an indicator characterizing the profitability of a business, forms an idea of the sufficiency or insufficiency of profit in comparison with other selected values that affect production, sales and business activities in general.

In a fiercely competitive environment, profitability illustrates the adequacy of the management system, the degree of return on expenditures, the appropriateness of management decisions and their effectiveness, and the level of utilization of invested funds. The required level of profitability can influence the solution of a number of tasks that determine the efficiency of management [11].

To analyze profitability we will use financial statements of the construction company Renome-Eurobud LLC, which has been successfully operating in the construction market since 1996. The company builds commercial real estate, agricultural and social facilities, residential complexes, and reconstructs and rehabilitates buildings. On the example of Renome-Eurobud LLC the dynamics of certain indicators for 2020–2022 is determined in Table.

Table

Dynamics of profitability indicators of the main activity  
of Renome-Eurobud LLC for 2020–2022

No.	Name of the indicator, UAH thousand	2020	2021	2022	Rate of growth, %	
					21/20	22/21
1.	Gross profit	42009	10996	10723	26,2	97,5
2.	Cost of sales (goods, works, services)	199846	216166	231503	108,2	107,1

Continuation of the table

3.	Average value of assets	207266	182462	177474	88,0	97,3
4.	Commitments	96086	72467	61971	75,4	85,5
5.	Net income from sales of products (goods, works, services)	241856	227162	242226	93,9	106,6
6.	Average cost of equity capital	66272	98185,5	124355	148,2	126,7
7.	Gross return (profitability) on assets (line 1/line 3*100%), %	20,3	6,0	6,0	29,7	100,3
8.	Gross return (profitability) on capital employed (line 1/ line 4*100%), %	43,7	15,2	17,3	34,7	114,0
9.	Product profitability (line 1/ line 2*100%), %	21,0	5,1	4,6	24,2	91,1
10.	Gross margin (profitability) on sales (line 1/ line 5*100%), %	17,4	4,8	4,4	27,9	91,5
11.	Gross return (profitability) on equity (line 1/line 6*100%), %	63,4	11,2	8,6	17,7	77,0

Source: calculated by the authors based on the financial statements of Renome-Eurobud LLC for 2020-2022 [12].

The analysis of the profitability of the main activities of Renome-Eurobud LLC for 2020–2022 revealed that the company is characterized by a sufficient level of profitability. The highest level of return on assets for the three years under study was in 2020: one hryvnia invested in the company's capital (assets) accounted for 20.3 gross profit. In 2021 and 2022, this figure was the same, but compared to 2020, it was lower by – UAH 14.2 thousand. The decline in profitability is due to changes in the foreign economic environment, lower demand and other factors.

The highest rate of return on capital employed by Renome-Eurobud LLC was in 2020, which was UAH 43.7 thousand, and the lowest in 2021, which was UAH 15.2 thousand. As we can see, the profitability of products is decreasing every year, for the three years under study it decreased from UAH 21.0 thousand to UAH 4.6 thousand, which means that the profitability of the company's economic activity from its main activity is decreasing every year. The return on sales is also decreasing every year, as is the return on equity. During 2021–2022, the studied company demonstrated a low level of economic efficiency.



Consequently, in the current business environment the company needs to take measures that will contribute to the growth of profitability indicators. In general profit management consists in making objective decisions aimed at formation, distribution and use of profit, and, accordingly strategic development of the company [13]. It is worth noting that in the post-war period, the whole of Ukraine will face the issue of significant intensification of construction of both residential and non-residential buildings, as well as engineering structures, which in turn will increase the need for management accounting in construction [14]. Its results will help increase the profitability of the construction company. To ensure profitability growth, it is necessary to rationalize the costs of production and sales of construction products, increase labor productivity, and improve competitiveness management [15; 16].

**Conclusions.** The competitiveness potential is an important aspect of company's activity in current business environment, since it covers not only current performance indicators but also hidden opportunities for the development of an economic entity to improve its market positioning. As a result of studying the theoretical aspects, it was found that the competitiveness of a company is a particularly important indicator, therefore its increase provides an opportunity to win in the competitive struggle.

The article focuses on the activities of the construction company Renome-Eurobud LLC, calculates the basic profitability ratios, and, on this basis, develops proposals to justify the growth of profitability. Key profitability indicators (Gross return (profitability) on assets, Gross return (profitability) on capital employed, Product profitability, Gross margin (profitability) on sales, Gross return (profitability) on equity) were calculated and analyzed for a leading enterprise in Rivne. All of them have different dynamics.

Increasing the profitability of construction companies is currently relevant, particularly given the martial law imposed in Ukraine. Postwar reconstruction, in turn, will also require the active involvement of construction companies. Increasing construction volumes increases their competitiveness potential and makes them more attractive to potential customers.

1. Павлова Н. О., Оленцевич Н. В. Конкуренстоспроможність підприємства: оцінка рівня та напрями підвищення (на прикладі ТОВ «МАСТЕР-АВІА»). URL: <http://rep.knlu.edu.ua/xmlui/bitstream/handle/787878787/732/Pavlova.pdf?sequence=1> (дата звернення: 10.11.2023). 2. Кривоберець М. М. Потенціал конкурентоспроможності підприємства та його роль в ринкових умовах господарювання. URL: <http://eprints.mdpu.org.ua/id/eprint/11540/> (дата звернення:

10.11.2023). **3.** Баксалова О. М., Шелест Є. О. Теоретичні основи управління розвитком потенціалу конкурентоспроможності медичного закладу. URL: <https://elar.khmnmu.edu.ua/server/api/core/bitstreams/3d7bc380-288b-4117-bec5-ec9cd5a24e56/content> (дата звернення: 10.11.2023). **4.** Конкурентоспроможність потенціалу підприємства. URL: [https://elib.lntu.edu.ua/sites/default/files/elib\\_upload/%D0%9A%D0%BE%D0%B2%D0%B0%D0%BB%D1%8C%D1%81%D1%8C%D0%BA%D0%B0/page8.html](https://elib.lntu.edu.ua/sites/default/files/elib_upload/%D0%9A%D0%BE%D0%B2%D0%B0%D0%BB%D1%8C%D1%81%D1%8C%D0%BA%D0%B0/page8.html) (дата звернення: 10.11.2023). **5.** Новіченко М. А. Сутнісна характеристика конкурентоспроможності підприємства. *Актуальні проблеми сучасної науки та освіти* : матеріали IV Міжнар. наук.-практ. конф. м. Львів, 20-21 січня 2022 р. Львів : Львівський науковий форум, 2022. Частина II. С. 34–36. **6.** Тарнавська Н. П. Управління конкурентоспроможністю підприємств: теорія, методологія, практика. Тернопіль : Економічна думка, 2008. 570 с. **7.** Тараненко І. В. Конкурентоспроможність підприємства та основні напрямки її підвищення. URL: <https://ir.duan.edu.ua/bitstream>. (дата звернення: 10.11.2023). **8.** Єрістов Д. М. Стратегія забезпечення конкурентоспроможності будівельної компанії. URL: <https://researcheurope.org/wp-content/uploads/2023/11/re-13.11.23.pdf#page=158> (дата звернення: 10.11.2023). **9.** Феник В., Денека В. Перешкоди розвитку будівельної галузі в Україні у воєнний час. URL: <https://www.academy-vision.org/index.php/av/article/view/678/612> (дата звернення: 10.11.2023). **10.** Пандас А. В., Федерка Т. М. Особливості визначення рентабельності підприємств. URL: <https://economyandsociety.in.ua/index.php/journal/article/view/129/124> (дата звернення: 10.11.2023). **11.** Павелко О. В. Облік та аналіз фінансових результатів основної діяльності будівельних підприємств: методологія й організація : дис. ... д-ра наук : 08.00.09 / Київський національний економічний університет імені Вадима Гетьмана. 2020. **12.** Фінансова звітність ТзОВ «Реноме-Євробуд». URL: [https://evrobud.renome.ua/?page\\_id=4733](https://evrobud.renome.ua/?page_id=4733) (дата звернення: 10.11.2023). **13.** Павелко О. В. Факторний аналіз фінансових результатів діяльності будівельних підприємств: методика та особливості проведення. *Вісник Національного університету водного господарства та природокористування. Сер. Економічні науки.* 2020. Вип. 1 (89). Рівне : НУВГП, 2020. С. 168–187. URL: <https://visnyk.nuwm.edu.ua/index.php/econ/article/view/ve12020>. (дата звернення: 10.11.2023). **14.** Павелко О. В., Власюк І. І., Попчук Д. О. Управлінський облік будівельних підприємств: характерні особливості організації та ведення. *Вісник Національного університету водного господарства та природокористування. Сер. Економічні науки.* 2022. Вип. 2 (98). С. 200–217. URL: <https://ep3.nuwm.edu.ua/24401/> (дата звернення: 10.11.2023). **15.** Павелко О. В., Попчук Д. О. Ліквідність, ділова активність і рентабельність: характеристика та особливості визначення окремих показників. *Вісник Національного університету водного господарства та природокористування. Сер. Економічні науки.* 2022. Вип. 4(100). С. 115–131. URL: <https://ep3.nuwm.edu.ua/25969/>. (дата звернення: 10.11.2023). **16.** Pavelko O. et al. Analysis of Ukraine's construction companies profitability as a tool for achieving the SDG. *3<sup>rd</sup> International Conference on Environmental Sustainability in Natural Resources Management.* 20/10/2023–20/10/2023 Batumi, Georgia. 2023. Vol. 1269. 012033. URL: <https://iopscience.iop.org/article/10.1088/1755-1315/1269/1/012033>. (дата звернення: 10.11.2023).



## REFERENCES:

1. Pavlova N. O., Olentsevych N. V. Konkurentospromozhnist pidpriemstva: otsinka rivnia ta napriamy pidvyshchennia (na prykladi TOV «MASTER-AVIA»). URL: <http://rep.knlu.edu.ua/xmlui/bitstream/handle/787878787/732/Pavlova.pdf?sequence=1> (data zvernennia: 10.11.2023).
2. Kryvoberets M. M. Potentsial konkurentospromozhnosti pidpriemstva ta yoho rol v rynkovykh umovakh hospodariuvannia. URL: <http://eprints.mdpu.org.ua/id/eprint/11540/> (data zvernennia: 10.11.2023).
3. Baksalova O. M., Shelest Ye. O. Teoretychni osnovy upravliannia rozvytkom potentsialu konkurentospromozhnosti medychnoho zakladu. URL: <https://elar.khmnu.edu.ua/server/api/core/bitstreams/3d7bc380-288b-4117-bec5-ec9cd5a24e56/content> (data zvernennia: 10.11.2023).
4. Konkurentospromozhnist potentsialu pidpriemstva. URL: [https://elib.lntu.edu.ua/sites/default/files/elib\\_upload/%D0%9A%D0%BE%D0%B2%D0%B0%D0%BB%D1%8C%D1%81%D1%8C%D0%BA%D0%B0/page8.html](https://elib.lntu.edu.ua/sites/default/files/elib_upload/%D0%9A%D0%BE%D0%B2%D0%B0%D0%BB%D1%8C%D1%81%D1%8C%D0%BA%D0%B0/page8.html) (data zvernennia: 10.11.2023).
5. Novichenko M. A. Sutnisna kharakterystyka konkurentospromozhnosti pidpriemstva. *Aktualni problemy suchasnoi nauky ta osvity* : materialy IV Mizhnar. nauk.-prakt. konf. m. Lviv, 20–21 cichnia 2022 r. Lviv : Lvivskiyi naukovyi forum, 2022. Chastyna II. S. 34–36.
6. Tarnavska N. P. Upravlinnia konkurentospromozhnistiu pidpriemstv: teoriia, metodolohiia, praktyka. Ternopil : Ekonomichna dumka, 2008. 570 s.
7. Taranenka I. V. Konkurentospromozhnist pidpriemstva ta osnovni napriamky yii pidvyshchennia. URL: <https://ir.duan.edu.ua/bitstream>. (data zvernennia: 10.11.2023).
8. Yeristov D. M. Stratehiia zabezpechennia konkurentospromozhnosti budivelnoi kompanii. URL: <https://researcheurope.org/wp-content/uploads/2023/11/re-13.11.23.pdf#page=158> (data zvernennia: 10.11.2023).
9. Fenyk V., Deneka V. Pereshkody rozvytku budivelnoi haluzi v Ukraini u voiennyi chas. URL: <https://www.academy-vision.org/index.php/av/article/view/678/612> (data zvernennia: 10.11.2023).
10. Pandas A. V., Federka T. M. Osoblyvosti vyznachennia rentabelnosti pidpriemstv. URL: <https://economyandsociety.in.ua/index.php/journal/article/view/129/124> (data zvernennia: 10.11.2023).
11. Pavelko O. V. Oblik ta analiz finansovykh rezultativ osnovnoi diialnosti budivelnykh pidpriemstv: metodolohiia y orhanizatsiia : dys. ... d-ra nauk : 08.00.09 / Kyivskiyi natsionalnyi ekonomichnyi universytet imeni Vadyma Hetmana. 2020.
12. Finansova zvitnost TzOV «Renome-Yevrobud». URL: [https://evrobud.renome.ua/?page\\_id=4733](https://evrobud.renome.ua/?page_id=4733) (data zvernennia: 10.11.2023).
13. Pavelko O. V. Faktornyi analiz finansovykh rezultativ diialnosti budivelnykh pidpriemstv: metodyka ta osoblyvosti provedennia. *Visnyk Natsionalnoho universytetu vodnoho hospodarstva ta pryrodokorystuvannia. Ser. Ekonomichni nauky*. 2020. Vyp. 1 (89). Rivne : NUVHP, 2020. S. 168–187. URL: <https://visnyk.nuwm.edu.ua/index.php/econ/article/view/ve12020>. (data zvernennia: 10.11.2023).
14. Pavelko O. V., Vlasiuk I. I., Popchuk D. O. Upravlinskyi oblik budivelnykh pidpriemstv: kharakterni osoblyvosti orhanizatsii ta vedennia. *Visnyk Natsionalnoho universytetu vodnoho hospodarstva ta pryrodokorystuvannia. Ser. Ekonomichni nauky*. 2022. Vyp. 2 (98). S. 200–217. URL: <https://ep3.nuwm.edu.ua/24401/> (data zvernennia: 10.11.2023).
15. Pavelko O. V., Popchuk D. O. Likvidnist, dilova aktyvnist i rentabelnist: kharakterystyka ta osoblyvosti vyznachennia okremykh pokaznykiv. *Visnyk Natsionalnoho universytetu vodnoho hospodarstva ta pryrodokorystuvannia. Ser. Ekonomichni nauky*. 2022. Vyp. 4(100). S. 115–131. URL: <https://ep3.nuwm.edu.ua/25969/>. (data zvernennia: 10.11.2023).
16. Pavelko O. et al.

Analysis of Ukraine's construction companies profitability as a tool for achieving the SDG. 3<sup>rd</sup> International Conference on Environmental Sustainability in Natural Resources Management. 20/10/2023–20/10/2023 Batumi, Georgia. 2023. Vol. 1269. 012033. URL: <https://iopscience.iop.org/article/10.1088/1755-1315/1269/1/012033>. (data zvernennia: 10.11.2023).

---

**Павелко О. В.** [1; ORCID ID: 0000-0002-2483-2245],

д.е.н., професор,

**Блищик В. П.** [1; ORCID ID: 0009-0006-9908-5498],

здобувач вищої освіти третього (освітньо-наукового) рівня,

**Попчук Д. О.** [1; ORCID ID: 0000-0002-5782-2676],

здобувач другого (магістерського) рівня вищої освіти

<sup>1</sup>Національний університет водного господарства та природокористування, м. Рівне

## **АНАЛІЗ РЕНТАБЕЛЬНОСТІ БУДІВЕЛЬНИХ ПІДПРИЄМСТВ З ПОЗИЦІЇ УПРАВЛІННЯ ПОТЕНЦІАЛОМ ЇХ КОНКУРЕНТОСПРОМОЖНОСТІ: ТЕОРЕТИКО-МЕТОДИЧНІ ПОЛОЖЕННЯ**

У статті досліджено поняття конкуренції та конкурентоспроможності. Опрацьовано підходи до ідентифікації понять «конкурентний потенціал підприємства» та «потенціал конкурентоспроможності підприємства». Встановлено різницю між їх тлумаченнями. Заявлено структуру потенціалу конкурентоспроможності підприємства.

Охарактеризовано рівні конкурентоспроможності потенціалу підприємства. Акцентовано увагу на комплексному характері поняття конкурентоспроможності потенціалу. Проаналізовано складові стратегії забезпечення конкурентоспроможності підприємства, зокрема товарно-ринкову, ресурсно-ринкову, технологічну, інтеграційну, інвестиційно-фінансову, соціальну стратегію. Сформульовано етапи, які уособлюють процес оцінки конкурентоспроможності потенціалу підприємства. Охарактеризовано наслідки воєнного вторгнення Російської Федерації на економіку нашої держави в цілому та розвиток будівельної галузі в Україні зокрема. Досліджено динаміку індексу будівельної продукції за 2018–2022 рр. Встановлено, що відбулося критичне його скорочення (з 108,6% в 2018 р. до 35,2% у 2022 р).

Проаналізовано негативні тенденції в будівельній галузі в Україні в усіх напрямках виконання будівельних робіт. Представлено динаміку обсягів виробленої будівельної продукції за видами 2018–2022 рр. Запропоновано заходи, які доцільно впровадити для цілей вдосконалення методів комплексної оцінки економічної ефективності діяльності будівельних підприємств. Досліджено показник рентабельності як категорію, що характеризує економічну ефективність виробництва.





**Визначено рентабельність активів, рентабельність залученого капіталу, рентабельність продукції, рентабельність продажу, рентабельність власного капіталу для будівельного підприємства ТзОВ «Реноме-Євробуд», що успішно працює на будівельному ринку з 1996 р., за 2020–2022 рр.**

**Ключові слова:** аналіз; конкурентоспроможність; будівельна компанія; прибутковість; потенціал конкурентоспроможності; управління.

Отримано: 14 листопада 2023 року  
Прорецензовано: 19 листопада 2023 року  
Прийнято до друку: 29 грудня 2023 року