

THE ROLE OF MARKETING IN ENSURING COMPETITIVENESS OF CONSTRUCTION ENTERPRISE IN THE CONTEXT OF MARKET CONDITIONS

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ABSTRACT

The main goal of this research is a study of certain theoretical and methodological approaches to management of competitiveness of a construction enterprise using marketing methods. Marketing protects an enterprise from competitors. It is not only orientation to consumers but also a long-term protection of an enterprise from competitors through permanent system of information about their behavior. Awareness about competitors gives an opportunity to satisfy specific needs of customers. Knowing the strengths and weaknesses of a competitor allows you to precisely direct your own plans against the weaknesses of a competitor. As a result of this research, strengths and weaknesses influencing economic indicators of construction complex are revealed: outdated management systems of construction complex's actors, absence of marketing divisions and/or experts studying the market, demands tendencies, competitive environment and developing mechanisms for the management of organization's competitiveness.

Key words: competitiveness, marketing strategy, marketing, benchmarking, SWOT analysis.

JEL Classification: L74, M31

1. INTRODUCTION

Modern marketing is the result of competitive rivalry between companies. In the development of competitiveness, three periods can be pointed out which define the principal conceptions.

The conception of production pursued the goal of satisfying consumers' needs and continued until the beginning of the 20th century. Its motto was "Produce as much as you can – market demands are limitless".

Conception of realization is aimed at satisfying the demands of seller's goods' and continued until 1950s. Its main task was realization of production. Its motto was "Here is a product – go and trade".

Conception of Marketing presupposes as its main goal for the calculation of consumers' demands during creation and sales of a product. Its realization started since 1950s. It is characterized by consensus of interests of consumers and producers of a product and reflects producer's commitment to special "sovereignty" of a consumer. Its motto is "Wish of consumer is a law" (I.S.Stepanov, V.Y.Shaytanov, 2003).

The final goal of any enterprise is to win in competition. Victory here is not something occasional and one-time event, but logical result of permanent and well-thought-out efforts of an enterprise. It can be achieved by means of competitiveness, which today is so often connected with the ability of an enterprise to win in a market of proposals because with further development of competitiveness, construction will be more oriented towards meeting individual demands of consumers presupposing demand for special consumer characteristics of final product of constructions adequate to modern times. Not all of western methodological approaches to formation of competitiveness are successfully put into practice by local construction enterprises (I.S.Stepanov, 2002).

In this regard, development of approaches adequate to market relations is required for the purpose of managing construction companies using marketing methods, combining new forms of marketing strategy of quality and price of construction product, consumers' support, terms of orders fulfilment, image making technologies and positioning, optimization of mutual relations of different economic subjects directly or indirectly influencing company's activity, development of relevant legislative foundations and other measures to ensure increase in competitiveness.

These issues are principal, being connected with fundamental national projects aimed at increasing market durability and social-economic prosperity in certain regions and the country in general. Therefore, the problem of rising of the competitiveness among construction companies - creating foundation for this prosperity - through introduction marketing methods is urgent and insufficiently explored.

Today, despite the availability of theoretical works covering this problem, there is no single approach towards ensuring competitiveness of construction companies and definition of complex of marketing actions taking into consideration specifics of their activity. All the aforementioned complicates practical solution to issues related to management of competitiveness of construction enterprises and the realization of its marketing strategy for their development.

2. ROLE OF MARKETING IN SOLVING THE PROBLEMS OF ENSURING THE COMPETITIVENESS OF A CONSTRUCTION ENTERPRISE UNDER MARKET CONDITIONS

Competitiveness as a basis of market economy is the strongest impetus for economic growth, contributing also to effectiveness of company's management. Competitiveness of a company is a range of qualities and characteristics of its business-processes, allowing and ensuring effectiveness of functioning of the company on the market of commodities, capital and labor with changing external and internal circumstances.

An enterprise and its competitors is one of the main models of marketing. Considering enterprise and its strategy, one resolves issues including choice of market's segment, which its product is aimed at, and identification of marketing instruments. Marketing plan is one of the principal tasks of a company's activity. Such plan should precisely depict company's status in the market. No construction enterprise is capable of surviving in a competitive environment without having accurate guidelines of its development. Coordination of marketing and all other functional divisions create an opportunity for realistic identification of directions of the required changes, which would contribute, to getting competitive advantages, and is necessary in order to escape unreal expectations and further mistaken decisions during research (Akimov V.V., Makarova T.N., Merzlyakov V.F., Ogay K.A. , 2009).

Marketing means protection of an enterprise from competitors. Marketing is not only orientation towards consumers but also a long-term protection of an enterprise from competitors by means of permanent system of information about their behavior. Control over competitors allows for the satisfaction of specific requests of consumers. Knowing strengths and weaknesses of competitors contributes to accurate orientation of its plans for ensuring concentration of its strength against competitors' weaknesses. Control over competitors' activity is one of the important instruments of marketing. Competitiveness can be called a "spirit of market" and main "environment" for marketing (Chernyak V.Z., 2009).

For the purpose of correct choice of competitiveness, the strategy of any construction organization should have a method of evaluating its competitiveness as well as take into account different properties of construction services market and competitive relations in the framework of the latter. These are, first of all, the following: construction services have something to do with the development of projects and construction itself, and to construction management. A construction company can build its competitiveness strategy upon specialization and concentration as well as upon diversification of its activity (market of construction

services, immovable property market, structural employment of population, legislation, competitiveness of local construction services on local and foreign markets, etc.). During the development of the strategy of construction enterprise's competitiveness, factors that affect market relations competitiveness should be taken into consideration. All factors influencing competitiveness of products and services are divided into external and internal. External factors first of all include marketing (pre-sale and post-sale service of customers of construction and repair-construction production), i.e. marketing research that concerns obtaining orders for performance of construction works (Alekseeva M.M., 2007).

Construction enterprises have to evaluate their competitiveness and this evaluation should closely correlate with the study of strategic alternatives: limited scope of growth of construction works, prices of goods and services, information, risks, time factor, etc. Internal factors include technologies, techniques, organization of construction production and economic factors. The main tasks of technology are to obtain final product with possibly highest qualitative characteristics, minimum expenditure of production resources, use of new means of labor, change supply of construction materials and constructions, etc. All the above-mentioned influences efficiency together with other factors – professional personnel.

Specifics of marketing in construction is connected with peculiarities of production process in this sector of the economy. First, construction objects are built directly there where they will be used. Second, with development of competitiveness housing construction will be more oriented towards meeting individual requests of the population so that housing has special consumer properties adequate to modern times.

Opportunities to overcome competitors will mainly increase for those construction enterprises, which will be able to create effective marketing systems. Moreover, major construction companies building multi-storey housings will be able to keep in the future their positions in the market only having wide range of services to customers, including engineer-construction works, building and service for customers during the whole time of exploitation of relevant housing (Adalat J.M, Nazim O.H, 2014, p.15).

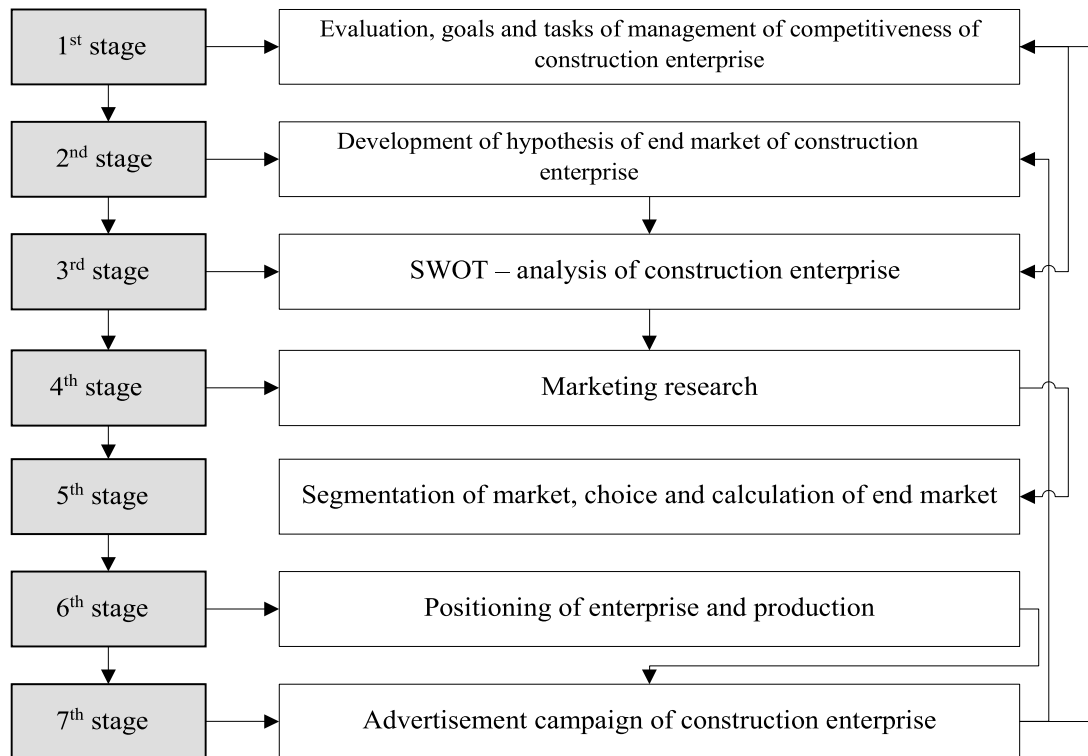
The aforementioned problem can be solved by the use of principles and methods of modern marketing. As practice illustrates, many construction enterprises competing in the market are not ready yet for active competition. The main reasons for this are the following: low level of understanding of methodological supply of competitiveness' management, absence of effective management and organizational mechanisms within enterprises to react to changes in external and internal environments.

Local construction companies need systems of management ensuring high level of competitiveness on local and foreign markets. High competitiveness of an enterprise being vital for its success is reached through permanent work on creation and strengthening of its competitive advantages and raising the level of reaction on future changes of environment. Using famous methods of SWOT analysis (Y.F.Simionov, 2003), marketing researches, calculation and segmentation of end market, positioning of enterprise and production, advertisement allows solving the problem of strategic management of competitiveness only partially. More precise picture can be obtained by using them in aggregate. In such a case, all the above-mentioned can be united by the end market hypothesis (EMH) – strategic general plan for creation and promotion in the market of construction company’s proposals. All the methods united together are a complex of marketing actions.

The complex of marketing actions is a management system to deal with competitiveness of construction enterprise for finding adequate answers on the following question: “What to build?”, “For whom to build?”, “How to sell?”, “To whom to sell?”. The complex of marketing actions has managerial character and is aimed at strengthening positions of an enterprise in competitive environment being an instrument of competitiveness management (L.S.Shevchenko, V.I.Torkatyuk, N.A.Kizim, A.L.Shutenko, 2008).

Competitiveness of any enterprise, including construction ones, includes three main constituents: (i) production (directly connected with quality issues), (ii) economy of creation of sale and maintenance of products as well as economic opportunities and limits of consumers, and (iii) everything that can be accepted or rejected by certain consumers.

You might find below in Picture 1 the process of development of the marketing actions’ complex prepared by the author:



Pic. 1. Process of development of complex of marketing actions in the framework of marketing strategy

Managing competitiveness of construction company using marketing methods is a process of ensuring the maintenance of competitiveness parameters (external and internal, strategic and tactical), and to keep them with the aim of changing condition according to objective laws of formation and development of construction services market.

Subjects of management of competitiveness of construction enterprise with application of marketing methods are a head of company, marketing manager; heads of structural divisions are responsible for fulfilment of certain functions or tasks of this process.

Objects of management are parameters of competitiveness of construction company (external and internal, strategic and tactical). Methods of marketing are applied as management instruments.

During the first stage of creation of marketing actions' complex, the evaluation of construction company's competitiveness is carried out. During the second stage the end market hypothesis (EMH) is worked out. Development of EMH of a construction enterprise presupposes answering of the following questions:

- Fact – what do we build and sell?
- Argument– why should it be bought from us?
- Whom – segmental description of end market.
- Where – place where we are going to sell.
- When – time (when we are going to sell it).
- Through which channel – channels of marketing communications.

Depending on choice of argument, the competitive environment is established. Only after having prepared EMH can one make an analysis of the competitive environment.

It is important to take into consideration that analysis is made only with respect to those competitors that have strategic competitiveness identical or close with one's company.

During the third stage of development of marketing actions' complex, one should establish the status of the construction enterprise the market, specify its strengths and weakness as per SWOT analysis as well as the opportunities it might possess and threats which might endanger it, i.e. study internal marketing environment (micro-environment). Under micro-environment, factors closely connected to the enterprise and which influence its tactical competitiveness are understood.

Table 1 below illustrates the results of express-analysis of micro-environment of construction companies in Baku city.

For the construction companies mentioned below, the input task will be the increase of profit in one year at 25%. Thus, OJSC “ACCORD Construction-Industrial Investment Corporation” has production of construction materials and building of housing with financial resources to reach growth of profit up to 25%. Such a task for this company will be quite easy to resolve.

“Olympus Park” company does not have its own construction brigade, but it has the opportunity to hire subcontractors for construction of its objects; finances for construction are received from investors (future flats' buyers). Theoretically, the task is executable for organization. However, complete dependence on third parties might have negative influence in terms of construction. Taking into account inflation at best, annual growth of profit for “Olympus Park” will reach up to 13% (almost twice less than required). Unlike the previous company, construction company, “Crystal Absheron”

HCC has its own subcontractor with required personnel; it does not have to hire somebody else, but its financing again depends mainly on investors (buyers of flats). The task for this enterprise is hard to be done (<http://www.korter.az>).

Table 1. Analysis of internal marketing environment

Enterprise	Production technology	Production organization	Labor resources	Need for attraction of labor resources	Financial resources	Need for attraction of financial resources	Results of analysis
OJSC “ACCORD Construction-Industrial Investment Corporation”	+		+		+		To start investment-construction project
“Olympus Park”	-	+	-	+	-	+	To start investment-construction project
“Crystal Absheron” HCC	+	-	+	-	-	+	To start investment-construction project

Note: «+» / «-» – positive / negative evaluations of status of the object of analysis

This express-analysis illustrates which tendencies of external environment will affect parameters of tactical competitiveness of companies entering not the market of services or goods but the market of meeting consumers’ needs. In addition, marketing researches for verification of EMH through survey of target groups are also required. The results of these researches will help check the hypothesis of target market and to calculate the volume of a target market, which will be used for the introduction of complex marketing measures. Maximum volume of end market (maximum volume of demand for supply) can be specified by three methods: (i) to choose one the most favorable segments; (ii) to choose several most favorable segments; (iii) to choose all segments because all of them correlate with the argument. The choice depends on enterprise’s assets, opportunities of internal environment and relevant tasks. Researches can be ordered at consulting agency. The most important is to have precise goal of survey in order to get required information. It is important to identify the target groups for advertisement campaign

which will contribute to increase of sales in 2019 at 25% (<http://www.azstat.org>). Those target groups include: channels of sales; advertisement instruments; identifying dissatisfaction of possible consumers' needs, and; positioning of product in the market. Results of research will contribute to the following calculations: volume of market, effectiveness of advertisement campaign and its budget, expenses for maintenance of sales channels and their economic effectiveness, correlation between sales and expected profit. According to the data received for the calculation of volume of supply market, one might get all other calculations of complex marketing measures. Therefore, the task of products' sales is to ensure profitability and its growth, and this task should be understood in conjunction with profitability of the investment goal. In this case, profitability directly depends on quantity of consumers (<http://www.anl.az/new/en>).

Proceeding from the previous work experience, a marketing manager has to decide whether he/she is capable of selling the relevant volume during required period of time, to substantiate it and report to his/her management on his/her thoughts concerning real opportunities to achieve expected results. The validity of the arguments will affect future sales. It means that a manager has to get back to the calculation of the target market (Akimov. N., Baizakov. S., Oinarov. A., Utembayev. E., 2016, p.32).

For objective and substantiated evaluation of factors specifying the system of competitiveness management of a construction enterprise, rotation of the following factors should be pointed out.

The survey among experts – participants of immovable property market - was carried out, and its results are reflected in Table 2 below.

Table 2. Results of expert evaluation of the factors ensuring the growth of the level of competitiveness of construction enterprises

Factors	Expert evaluation rank
Awareness of marketing division of conditions and prospects of development of the immovable property market, competitiveness of its participants (F1)	17,3
Information-advertisement activity of marketing division (F2)	11,2
Effective construction production with usage of modern construction technologies and materials (F3)	24,6
Development and realization of programs and measures as per sources of investment (F4)	20,1
Creation of professional collective and its good image (F5)	13,5

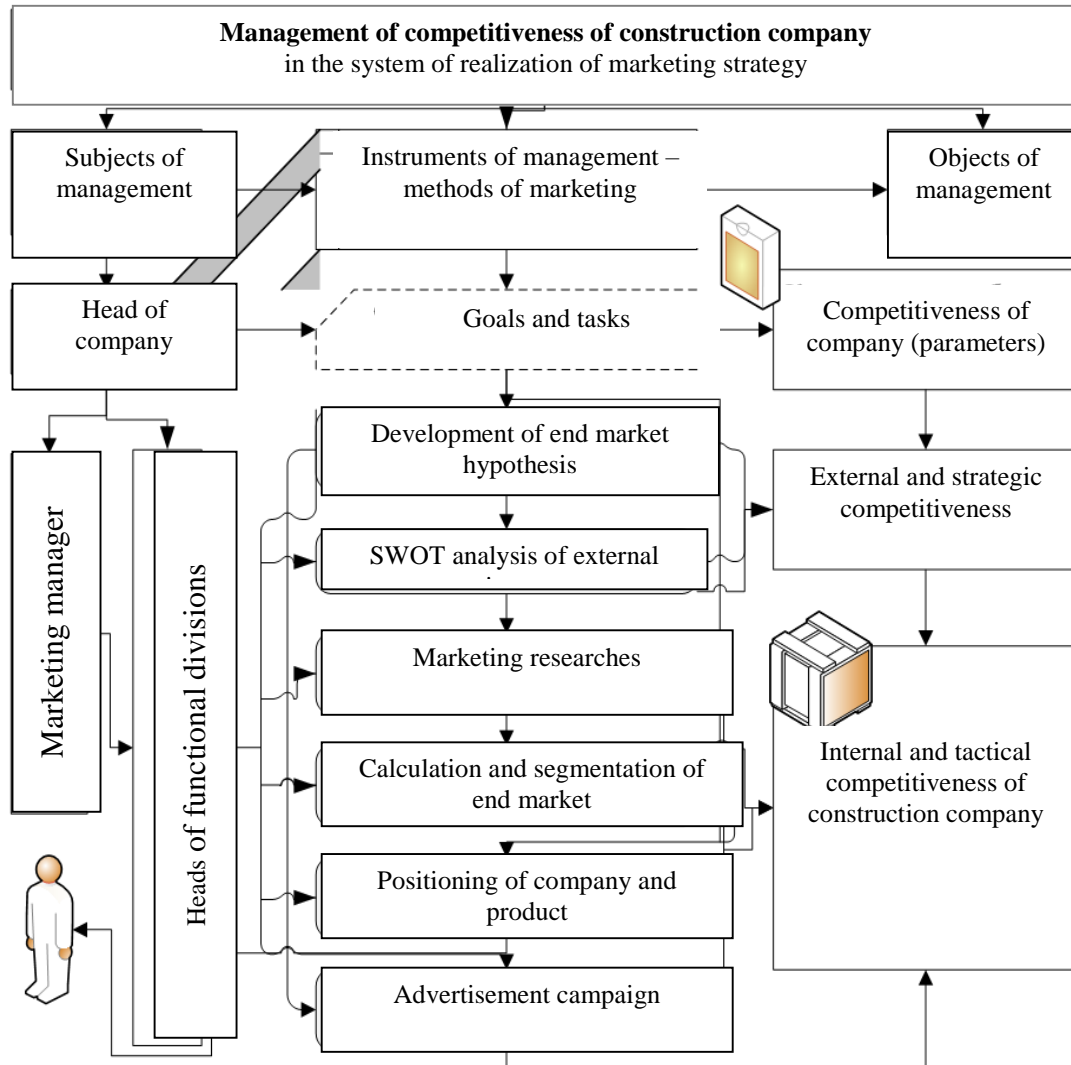
Study and introduction of new scientific and technological economic models (F6)	7,2
Business contacts with foreign investors, companies and enterprises (F7)	6,1

The expert survey covered managers of sales departments of investors-constructors (20 people), managers of sales departments of companies working on secondary housing market (10 people), journalists working in specialized journals (8 people), and sociologists (4 people). It should be mentioned that evaluations received on various factors are quite similar to their foreign analogues.

The results of the survey illustrate that marketing department in a construction company has the highest rating; amount of evaluations of F1 and F2 factors connected to it and ensuring effectiveness of company's work makes up to 28.5%. The second place (24,6%) in rating belongs to F3 factor – highly efficient construction using modern construction technologies and materials which is logical because in terms of housing's construction, quality of construction and design works and living comfort are specified mainly through effective work of developers and subcontractors. Significant is the rating of F4 factor – development and realization of programs and measures according to sources of financing because it influences housings` construction. Currently, principal transformations take place in the field of personnel` selection (F5 factor). Instead of traditional HR department, modern HR services become centers for professional selection and training of employees, thus ensuring good image of construction company among relevant investors (Akimov. N., Baizakov. S., Oinarov. A., Utembayev. E., 2016, p.35).

Marketing researches carried out by marketing department are a basis for making decisions with respect to management of proposals, and are carried out in three forms: 1) annual deep researches by specialized organizations of consumers' behavior and its dynamics (basis for development of strategy and tactics of marketing); 2) regular (up to 6 times a year) researches of "omnibus" format allowing for the prompt follow up of certain changes in the social "health" of consumers, their behavior and public opinion on various matters; and 3) quantitative researches carried out by the company itself on active and potential consumers of trade proposals of a company. Such system of marketing researches take into account the possibility of one-time researches and ensuring access to researches carried out by others makes it possible to efficiently track changes of key parameters of external environment and adapt the company's activity to them (http://mmi.fem.sumdu.edu.ua/en/journals/2011/4_1/138-147).

Picture 2 represents the model of competitiveness management system for a construction company prepared by using marketing methods. This model gets in conjunction goals, tasks, functions and practical actions by company's management, marketing department and other structural divisions concerning competitiveness management in the framework of complex of marketing measures.



Picture 2. Model of the competitiveness management system for construction company prepared by using marketing methods.

Obviously, such program task such as ensuring competitiveness of company – external and internal, strategic and tactical – cannot be done only by the marketing division. In the model suggested, the principal role of various divisions of the

company is stressed to ensure internal and tactical competitiveness of the company without which it is impossible to speak about strategic and external competitiveness, and competitiveness in general.

The choice of optimal indicators of competitiveness, which would objectively reflect conditions and forms of competitiveness in the construction services market, is a key issue in the development of a construction organization.

3. DIAGNOSTICS OF ENSURING FINANCIAL-ECONOMIC STABILITY BASED ON BENCHMARKING.

Construction enterprise is a complex socio-economic system aimed at satisfying the demands of the population, companies and sectors of material production with construction products and services. The functioning and development of such a system depends on a number of factors among which in modern conditions, market factors have special significance (Efremov A.G., Tutova O.N., Lutsenko N.E. , 2006):

- Changes of purchasing power and preferences of consumers;
- Stirring up of competitiveness between construction companies;
- Flexible price setting in the field of production of construction materials and building constructions;
- Appearance of new property forms.

One of the approaches to the solution of development problems is strategic management, in the framework of which marketing strategy of development is worked out depending on the level of potential demand and intensiveness of competitiveness on goods markets, i.e. choice of directions of conversion of company's activity to achieve success in the market. In this case, marketing strategy is a purposeful combination of content and the organization's form of marketing according to the requirements of the market.

Analytical generalization of scientific approaches and, involvement of relevant theoretical conceptions gives an opportunity for clarification and deepens the formulation of marketing strategy of development of a construction enterprise.

Marketing strategy with respect to construction companies:

- Sets directions of activity of the company on construction production market,
- Ensures forming of coordinated marketing goals for each construction enterprise,
- Makes company's management permanently evaluate strengths and weaknesses of its marketing activity,

- Identifies alternative opportunities of usage of company's resources,
- Demonstrates importance of marketing in the construction production market.

Taking into consideration the foregoing development of a construction company is a dynamic combination of interconnected managerial processes aimed at future development of company, including:

Systematic and permanent analysis of needs and requirements of key consumers of construction production which allows serving chosen groups of buyers better than competitors, thus ensuring sustainable competitive advantages;

Development of effective construction planning and designing conceptions and provision of additional services;

Clarification of mission of housing construction company (today mission should be considered wider than just maximization of profit);

Identification of goals, preparation of development strategy and ensuring balanced structure of portfolio of requests and financial portfolio;

Process of working out the main directions of strategic policy of a construction enterprise in the field of goods, prices, communications, distribution and sale considering factors permanently changing marketing environment (Hans Wiesmeth, Nazim U. H., 2012, p.35).

3.1 BENCHMARKING (COMPETITIVE COMPARATIVE STRATEGY) is a relatively new concept in business development which is connected to the search and study of best business methods and their transposition unto certain business that is in need of improvement.

Today, several types of benchmarks are considered:

1. Internal – based on comparing of similar processes and, services inside of certain organization.
2. Competitive – based upon comparing products of company's activity with the strongest competitor(s).
3. Functional – comparing of own organization with other ones which are not direct competitors.
4. Consulting – comparing of organization with other organizations using consulting service.

Benchmarking of any type presupposes permanent study of the best in practice of competitors and creation according to it of effective models for own business. Benchmarking makes it possible to reveal and use in certain company what others do better and to identify the key factors of success (KFS). The principal goal in the strategy of construction business is to achieve long-term competitive advantages that ensure survival, stable functioning and development in the future. For to become effective, it should be maximally clear and to presuppose not only detailing priorities but also distribution of responsibility among its executors, take into account needs for technologies, machines and equipment, materials and in stimulating sales. Choice of a strategy depends on the level of market saturation and possibilities of a construction enterprise to renew its production. Establishment of organizational mechanism and, ensuring competitiveness of construction organization presupposes three blocks of tasks (Efremov A.G., Tutova O.N., Lutsenko N.E., 2006):

- “Diagnostics”: revealing of principal or potential competitive advantages;
- Setting goals, development of competitive strategy and tactics of management of construction company;
- Realization: ensuring that the mechanism for achieving the goals is set.

3.2 SWOT analysis.

SWOT-analysis is an evaluation of the actual situation and strategic prospects of the company achieved as a result of the study of strengths and weaknesses of the company, its market opportunities and factors. SWOT method presupposes the identification of the goal of the project and external and internal factors influence achieving the goal or vice versa. It can be visualized in the table below:

Table 3. SWOT Matrix.

	Positive factors	Negative factors
Internal environment	<p>Strengths (characteristics of a team or project, which are strengths if compared to other relevant companies)</p> <ul style="list-style-type: none"> ✓ Multi-aspect company ✓ Opportunities of realization of intellectual ground work ✓ Reserves of production capacities ✓ Minor dependence of projects on each other ✓ Comfortable territorial location (transportation interchanges close to downtown) ✓ Established contacts with client ✓ High labor potential, labor dynasties 	<p>Weaknesses (characteristics weakening company or project)</p> <ul style="list-style-type: none"> ✓ Increase of accounts payable ✓ Frequent change of director ✓ Lack of investment capital ✓ Amortization of construction machines and mechanisms ✓ Low salaries ✓ Growth of social unrest ✓ Significant accounts receivable ✓ Growth of unprofitability
External environment	<p>Opportunities (external potential opportunities, i.e. factors which can contribute to achieving goals)</p> <ul style="list-style-type: none"> ✓ Uniting into association of construction organizations ✓ Decrease of energy resources prices ✓ Tax benefits 	<p>Threats (external potential threats, i.e. factors which might deter achieving goals)</p> <ul style="list-style-type: none"> ✓ Aggressive behavior of competitors ✓ Loss of some parts of the market ✓ Instability of economic environment ✓ Inflation

The results of the analysis are designed in the form of a multi-factor SWOT matrix, which allows establishing connections between strengths and weaknesses of a company, external an internal threats and opportunities. First, it is necessary to reveal strengths and weaknesses, threats and opportunities, then define the links between them which later can be used for the preparation of the company's strategy. Analysis of strengths and weaknesses is a foundation for development of alternative strategies through which a company might increase its influence on the market (L.S.Shevchenko, V.I.Torkatyuk, N.A.Kizim, A.L.Shutenko., 2008).

3.3 METHOD OF PROBLEM-SITUATIONAL ANALYSIS (PSA ANALYSIS)

The main task of PSA is the evaluation of potential competitiveness of organization for realization of investment projects. Construction investments are made in a form of capital investments.

High competitiveness of construction enterprise creates favorable conditions for obtaining capital from investors, who are interested in investing into the companies capable of effective disposal of its relevant assets. PSA can reflect all the principal aspects of the company's activity:

- Marketing (price policy, sale, advertisement and PR, construction quality);

- Company's potential (capacity, productivity, licenses);
- Finances (capital, sources of investment, liquidity, turnover, profitability);
- Management (organizational level, professionalism of management, planning and control, information supply).

Analysis of competitors provides the opportunity for the usage of all instruments of marketing (production, assortment, prices, reputation, supply, communication, sales, service, and package). First step is to analyze the level of product's competitiveness.

The second one is to define principal consumer of relevant product and, main competitors on each instrument of marketing. It is also important to be objective and to know well the market of relevant products. The third step is to use benchmarking, to determine the rating of marketing instrument of a company if compared to competitors that are most important to consumers. The final stage is realization. One of the principal directions of realization of proposals of the marketing strategy is the company's pursuit of efficiency. Achievement of development goals is possible only by being effective more than competitors in methods of specifying the needs of end markets and their satisfaction.

Effectiveness of marketing strategy of construction enterprise's development must proceed from the following three postulates:

- correctly chosen long-term goals;
- complex analysis of external environment;
- real evaluation of company's own resources and abilities.

Benchmarking allows for the concretization of the activity of the construction company, details status and provides direction and guidelines for identification of its place in the market and its development strategy. Benchmarking also contributes to opening of construction enterprise's potential and its adaptation in the market, as well as the company's financial stability and confidence in the context of dynamics of modern business, thereby increasing the company's profitability with lesser risks of financial losses (<http://www.irbis-nbu.gov.en>).

4. CONCLUSION

Therefore, as a result of this research, the theoretical and methodological approaches towards the development of marketing methods (as a competitiveness management instrument of construction company) are specified; expedience of marketing' application is proved; factors influencing construction company's competitiveness are defined; external and internal environments of construction complex's enterprises are analyzed; and factors influencing competitiveness of construction companies in the market are revealed.

According to the results of the research, strengths and weaknesses influence the economic indicators of construction complex through: outdated systems of management of construction complex's subjects – absence of marketing department or relevant experts studying market of demands, demand trends, competitive environment and developing mechanism of management of company's competitiveness. As a result of the evaluation of competitiveness of construction enterprises in Baku city, it was established that its level (the level of competitiveness) is low and extremely insufficient for strategic marketing development.

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