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**ANALYSIS OF METHODS OF ENTERPRISES
COMPETITIVENESS ASSESSMENT**

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***Research Methodology.*** *The methodological basis of the research is a set of ways of scientific knowledge, methods, techniques and principles of conducting research. In this paper, we have used the system and structural analysis (determination of the theoretical approaches to the assessment of the competitiveness of the enterprise); abstract-logical approach, the method of generalization and analogies (in determining the methods of assessment of competitiveness, summarizing and forming conclusions).*

***Results.*** *A comparative analysis of methods of evaluation of the enterprises competi­tiveness has been presented, their advantages, disadvantages, applicability; methods of diagnosis and evaluation of the enterprise competitiveness have been systematized.*

***Novelty.*** *The classification of basic theoretical and methodological approaches and methodological support of the enterprises competitiveness has the further development, on the basis of which a multi-faceted approach can formed, which involves a combination of techniques from different classification groups.*

***Practical Significance.*** *The results that have practical value are the generalizations of methodological approaches to the assessment of the enterprises competitiveness, which allows choosing the best method or combination based on their advantages and disadvantages. The following information is also used in the educational process when teaching «Economic Analysis of VPO».*