

The innovative proposition

to attract investors and buyers

1. Name of innovation

KEF-ANALYSIS OF THE COMPETITIVENESS OF THE WINE INDUSTRY ENTERPRISE

2. Intellectual Property

Select the appropriate position, put the mark «+». Write relevant information.

- Patented Innovation countries: _____
- Filed for a patent countries: _____
- License agreement or Exclusive rights.
- + Other (specify) The information received as a result of research and developed strategies

3. Type of innovation

Select the icon by replacing from "-" to "+"

-	Product
-	Technology

+	Result of R&D
-	Other (discussed separately)

4. Areas of innovation

Select one or more applications innovation by replacing from "-" to "+" .

-	Automobiles, transport and logistics
+	Agriculture and food technology
-	Aerial and space technology
-	Biochemical technology
-	Building
-	Military Industrial and Safety
-	Energy and Energy Saving
-	IT-technology, ICT industry and services
-	Light industry
-	Marine industry and services
-	Environment
-	Nano- and Micro Technology
-	New materials
-	Medicine and Health
-	Creative industry
-	Tourism and cultural heritage
-	Other. (Please specify below the scope)

5. Novelty

What does innovation superior (in digits or qualitatively) already existing? (The answer should be clear and concise - three main arguments in support of the use of promising innovations in domestic and/or foreign markets)

In the conditions of globalization of the economy, the priority is to ensure the efficiency of the activity and the competitiveness of the enterprises, that is, their effective functioning and economic security. This methodical approach to the analysis of the competitiveness of the enterprise is recommended for application at the enterprises of the wine industry, and can also be used at the enterprises of other branches of the food industry.

Methodological approach to the analysis of enterprise competitiveness is KEF-analysis, which allows to comprehensively analyze the competitiveness (the general indicator of the competitiveness and the assortment indicator of the competitiveness) and the effectiveness (the analysis of the efficiency of all existing types of ordinary activities in the enterprise, the effectiveness of certain types of operating activities of the enterprise, financial condition of the enterprise, the effectiveness of the activities of the enterprise marketing services and the effectiveness of the marketing events) of the enterprise functioning of the wine industry through a system of the indicators, to identify the reserves and to develop recommendations to ensure the competitiveness of the enterprise.

In the all modern enterprises of the food industry in order to ensure the development of management of their competitiveness.

The results and the proposals were introduced into the activity of the enterprises in order to develop the management of their competitiveness: LLC «Industrial and trading company Shabo», PJSC «Odesavinprom», PJSC «Odessa plant of champagne wines».

6. Stage of Innovation

What is innovation's stage of development? Select the icon by replacing from "-" to "+"

+	The concept, proof of concept
-	The prototype, which tested and available for demonstration
+	The technologies for small-scale production
+	The technology is ready for industrial application
-	Commercialized

7. The presentation innovations

Select one or more forms by replacing badge from «-» to «+»

-	The demonstration model
+	Multimedia presentation
-	Report

8. Information about the participants, which apply innovation

	<i>If innovation is filed away</i>
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