ASSESSMENT OF THE COMPETITIVENESS
OF THE «BULBASHKA» FANTASTIC CONFECTIONERY

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The article describes the classification of factors of competitiveness that affect the quality of the product. It is shown that this assessment is not only an information base for making strategic decisions and checking the effectiveness of their implementation, but also helps to develop recommendations for the application of managerial influence. The development of an active competitive strategy is based on the results of managerial examination of the factors of competitiveness of the goods.

The calculation of the perspective competitiveness of the developed flour confectionery product with high content of gluten and expressed bioprotective properties was estimated, which was estimated using the modeling method, which includes indicators of product quality, information about the analogues of the developed products, the principle of conducting innovations.

Models of Mafina "Bubble" and control are presented. The section shows that when the collagen is added to the hydrolyzate, the structure of the finished product significantly changes in the formulation. This increases pore size, significantly improves color. The "Bubble" maffin has a glossy surface with crunchy crust, unlike control, which is characterized by a darker surface.

It has been shown that the introduction of collagen hydrolyzate contributes to the uniform distribution of moisture, thus, the bulk density of the dough reaches readiness for 10 minutes faster than in the control sample.

As the consumer first of all pays attention to organoleptic parameters and nutritional value, so these criteria of competitiveness were assigned the largest weight factor.

The scale of the competitiveness of the flour product, which includes organoleptic parameters, nutritional value, indicators of innovation and marketing research is presented. According to the results of the calculation of the competitiveness index, it has been established that "Bubbles" with high gluten content and pronounced bioprotective properties will be competitive on the Ukrainian consumer market by improving organoleptic parameters, increasing the nutritional and biological value due to the content of essential amino acids, minerals, vitamins, fats, carbohydrates, fiber and pectin, the presence of preventive properties, which is very important in children's and hereditary nutrition.

Keywords: competitiveness, quality indices, mafin, bioprotective properties.