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ELEMENTS OF COMPETITIVENESS OF AN ENTERPRISE

Such external factors like globalization and integration of Poland with EU and internal factors linked with the growth of companies offering transport services caused the increase of competitiveness in the transportation market. Facing these new challenges by a transport enterprise is combined with the attainment of competitive superiority. The main elements of competitiveness of an enterprise are external factors like for example state and the structure of resources, external like: state policy, the share in different kind of associations, sectoral group.

Translated by Tomasz Kwarciański