

MODERN TYPES AND METHODS OF OBTAINING INFORMATION IN COMPETITIVE INTELLIGENCE ACTIVITIES

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Abstract: *The article examines the current state of the spread of competitive intelligence in Ukraine, as well as modern types and methods of obtaining information in order to increase profits and improve the competitiveness of the enterprise.*

Key words: competitive intelligence; methods; information; competition; competitiveness; legal; profit.

Domestic entrepreneurs today have a weak idea of industrial espionage and methods of combating it. While in the West this type of economic “activity” has become widespread. Thus, according to opinion polls in the United States, out of 1554 companies, 1324 admitted that they are constantly engaged in industrial and economic espionage, and a third of them have a department of economic espionage [3, p.23].

Only the use of legitimate rules of competitive intelligence can counteract this fact. Known in the West guru competitive intelligence Gilad B. notes "... if businessmen do not learn to respect the deep philosophical roots of competitive intelligence, which lead to freedom of information and competition, competitive intelligence can turn into illegal and ethical espionage. Fortunately, markets are evolving and state control is weakening. Competitive intelligence will find its place honest business representatives "[1, p.10].

The objects of interest from competitors are:

- scientific research and design work and the results obtained;
- the structure of the enterprise: workshops, laboratories, test sites, technological lines, machine park, equipment and the like, which can characterize the state of production;
- organization of production, information about the products;
- production capacities of the enterprise, including data on the commissioning of new ones, expansion or modernization of existing ones;
- commercial philosophy, business strategy;
- marketing and, first of all, the mode of supply, information on transactions concluded, reports on product sales, pricing policy, sales markets, customer lists, and so on;
- data about the heads of the enterprise and leading specialists, especially those who have access to confidential information, in particular financial and marital status, habits, inclinations, weaknesses of them and family members, compromising material; to whom, to what extent, when, through whom you can give a bribe or provide a service;
- the financial position of the enterprise;
- the most important elements of the security system, codes and procedures for accessing information networks and centers;
- information about partners and terms of the contract;
- others.

Legal methods include:

- collection and generalization of information available in the media;
- study of competitors' advertising;
- visiting exhibitions, fairs, demonstrations, etc;
- product research (reverse engineering);
- visiting and exploring brand stores;
- others.

The spectrum of illegal methods is much more diverse:

- bribery of employees of partners, government officials and competitors;
- ferrying out information;

- poaching specialists;
- sending agents;
- theft of documents and prototypes of products. the use of technical means (sound recording equipment, information pickup devices, directional microphones, photographic equipment, etc.);
- blackmail;
- secret control over correspondence;
- false negotiations;
- false offers;
- others [2, p.243-244].

Both legal and illegal methods are used to obtain the necessary information (fig. 1).

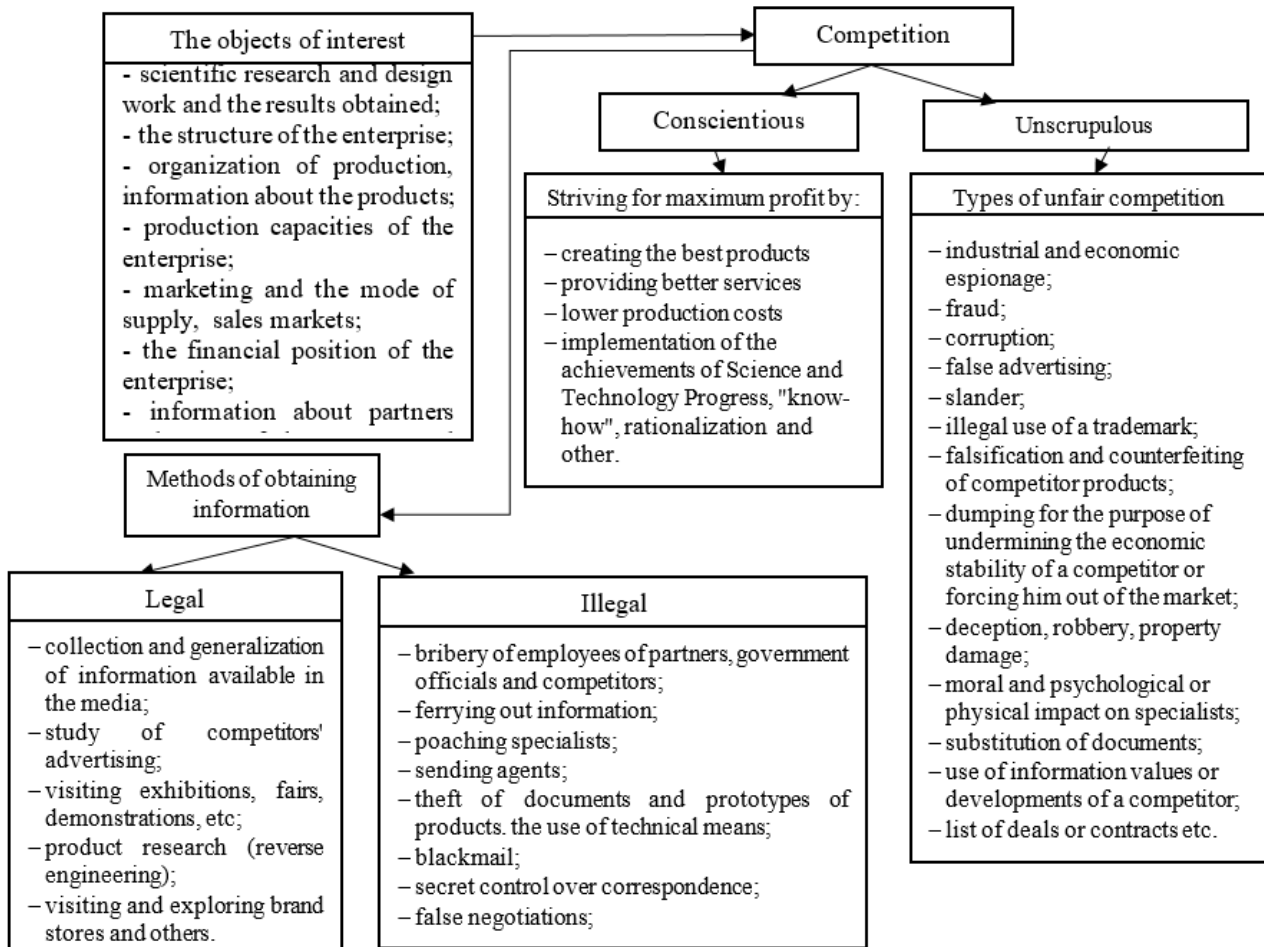


Fig. 1. Types and methods of obtaining information

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To obtain secret information, the so-called secret "black" exchanges are also used, which trade secret information. Theft of information trade and stand out in recent years as an independent type of entrepreneurial activity. In Japan, there is a widespread trade in stolen information on electronics and plastics, in Italy - on pharmaceuticals, in the United States, industrial intelligence and counterintelligence is handled by the George Walkenham Corporation with a staff of 20 thousand people [4].

Numerous Ukrainian private detective agencies and security services, which appeared in Ukraine after the entry into force of the legislation on private and security activities, in addition to fulfilling their basic laws, collect confidential information in the interests of customers.

Quite new for Ukrainian business is the threat of losing a controlling stake or a large stake in the enterprise. Currently, there are many cases when this type of unfair competition is used by our foreign so-called partners, who, due to the venality of many of our officials, are ready to give 10 state (public) hryvnias to put one hryvnia in their pocket, they buy large stakes in our enterprises.

Among the currently most significant external dangers and threats to young, not yet matured entrepreneurship, a special place belongs to the growing influence of criminal structures on the economy, which has reached alarming proportions in recent years.

Entrepreneurship fraud in Ukraine remains a fairly popular occupation. International companies that want to start their business in Ukraine are especially vulnerable. Being deceived, they turn to the arbitral tribunals, which make the right and fair decisions, but to return the lost funds and property is no longer possible. It turns out that the defendant simply does not have valuable assets.

On the other hand, foreign companies are well aware that Ukraine is a zone of increased commercial risk, and before concluding large agreements it is necessary to carefully and comprehensively study a potential partner, analyze its connections and relationships with other partners. It is also necessary to find out whether lawsuits have been filed against him, to understand the rules of the business game of Ukrainian businessmen, to identify the existence of specific threats to their business in Ukraine.

Competitive intelligence in this case is a tool to prevent fraud. It is especially effective at the initial stage, when deception can be prevented [2, p.418].

Unlike foreign companies, most Ukrainian companies are reluctant to allocate funds for economic security, and this is not only a lack of funds for such work, but very often - in the wrong assessment of business prospects. For businessmen, the importance of their own experience in business in most cases becomes decisive.

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