

## ASSESSMENT OF INTERNATIONAL COMPETITION ON THE MARKET OF MINING MACHINES AND APPLIANCES

The industry of mining machines and appliances is a sector which existence depends on development of the hard coal mining industry in Poland and in the world. Currently, in Poland extraction of this resource is systematically decreasing. The situation is also complicated by the lack of investment outlays and high production costs of hard coal. The producers of mining machines and appliances are forced to search for new sales markets in such geographic regions where hard coal is still mined.

The actions taken in connection with this issue are difficult due to the existence of strong competition in a form of global producers of mining machines and appliances. Therefore, the objective of the hereby article is to assess the international competition on the market of mining machines and appliances. In order to achieve such objective, in the first part of the article there was characteristics of the Polish and world sector of mining machines and appliances presented. In the second part, using SWOT analysis, there was assessment of Polish and international competitors made. In the summary of the article the possibilities of development for this industry were identified.

Currently about nine hundred enterprises cooperate with the mining industry in Poland. More than two hundred are suppliers of machinery equipment and services for coal mines. The core of the industry is formed by forty enterprises that supply specified mining machines and appliances. The leaders are operating as a consolidated groups what strengthens their competitive advantage on Polish and international markets. The most known and well recognized are: Kopex SA, Famur SA, Fasing SA and Bumech SA.

The results of research conducted allow to state that in the industry of Polish industry of mining machines and appliances there are strengths dominating which are amplified in a significant way by opportunities embedded in the external environment and they are mostly related to intensive development of the mining industry in Poland and in the world. It means that these days this industry is facing a unique opportunity for development and may use an aggressive strategy of international expansion. Such strategy, according to the recommendations of strategic management, is only accessible for industries (enterprises) with a dominance of strengths amplified by opportunities of external environment. Consequently, it should be stated that the industry of mining machines and appliances in Poland has a potential enabling conquering new sales markets as well as developing the current ones. The recommended actions, that could diminish the weaknesses existing in the industry, would be to create a coherent industrial strategy of international expansion and to promote the sector on the world mining markets.

According to the characteristics of world producers of mining machines and appliances presented in the article, it may be stated that they have much bigger capital, asset and scientific potential at their disposal than the Polish enterprises. Their strength is also based on a long-term free-market experience. Furthermore, the range of IT services and technologies is definitely broader which is offered to customers by the international giants. It is also worth adding that they perceive the same opportunities on the international markets as the domestic producers. Similarly to the Polish industry, they experience economic growth in the mining industry which is proved by much higher sales revenues and financial results noted in the year 2011. Their market position is placed on a high level and the world reputation causes that they constitute a serious threat for the international expansion of Polish producers of mining machines and appliances. Opportunities for the latter ones become an individualization of products and searching for market niche. One of them may be concentrating on equipment for the underground mines. At that time competition is only limited to Joy Global and Caterpillar (with acquired Bucyrus), as Emeco produces equipment for the open-cast mining.