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## **THE USE OF QUANTITATIVE METHODS IN MANAGING THE PROCESS OF CREATION A COMPETITIVE ADVANTAGE IN THE INDUSTRIAL REGION**

### **Abstract:**

Building the region which will be characterized by high industrialism and competitiveness requires an examination of its production capabilities. It is important to know the close environment, which will determine the suppliers and the society. This will allow to learn about the culture and preferences of the local community in terms of education and practical skills. Close environment is also approximately industrial businesses, its characteristics indicate both a glut and a shortage of organizations and businesses in terms of local government institutions as well as financial or service e.g. in the field of logistics services, improving the industry functioning. Such knowledge enables for building a strong local and regional industry. The most suitable methods used for this type of activity are quantitative methods. This article will describe the practical use of index method as a way to explore the potential of the region. Acquiring information in this area, allows for creation a strong economy industrially oriented, for the purpose of stabilizing its competitive position considered in national and global way.

### **Keywords:**

management, quantitative methods, region

**JEL Classification:** C00, C49, R11