1. INTRODUCTION AND Aim
The factors that are significant for an enterprise to be able to maintain its competitive position on the market or even to grow mark-share were established on the basis of a market research investigation into 276 Czech enterprises in 2003. Which factors influenced the momentary standing of Czech enterprises on their market the most?

2. RESEARCH METHODOLOGY
The momentary standing of enterprises on their markets was explored with the assistance of the so-called General Electric (GE) Matrix. This is a two-dimensional matrix that is based on the principles of the interaction between the attractiveness of the market and the competitive standing of the enterprise. This matrix enables the assessment of the momentary situation of an enterprise on the market and it can therefore be used to assess entrepreneurial activities like a primary and holistic view of the momentary situation of an enterprise.

Working hypotheses investigated:
H1: The momentary situation and standing of the enterprise on the market within the context of the GE Matrix has an influence on the branch of activities in which an enterprise operates.
H2: The quality of management of the core of the enterprise has an influence on the momentary situation and standing of the enterprise on the market within the context of the GE Matrix.
H3: The level of profitability of the enterprise has an influence on the momentary situation and standing of the enterprise on the market within the context of the GE Matrix.
H4: The implementation and exploitation levels of the Internet in the marketing activities of enterprises, has an influence on the momentary situation and standing of the enterprise on the market within the context of the GE Matrix.
H5: The application of market audits through a system of marketing audits has an influence on the momentary situation and standing of the enterprise on the market within the context of the GE Matrix.

3. METHODOLOGY FOR ESTABLISHING THE GE MATRIX
The establishment of the GE Matrix for each individual enterprise was based on earlier research carried out in 2001. The following aspects were established as being Market Attractive:
- Market size
- Market stability
- Entry barriers for new competitors
- Influence of changes to production savings
- Dependence on legislation
- Dependency on recession
- Room for pricing policies
- Marketing audit

The following aspects were defined as being Enterprise Competitive Factors:
- Product range
- Delivery conditions
- Distribution network
- Quality of employees
- Product policy
- Price policy
- Technological level
- Market share
- Trade/Brand name recognition

Individual enterprises were allocated a weighting depending upon their level of development of the above-mentioned factors. The weighting was based on consultations with the enterprise being studied within the framework of the previous research study conducted in 2001 where the individual enterprises interacted to the subject of the study and inclined to such an assessment and agreed with such a definition. The top management employees of these enterprises assigned their enterprises a weighting ranging from 1 to 5, whereby the greater the number of points an enterprise stated for itself the better the enterprise was regarded by the top managements of the enterprises operating in the domain. This level of weighting gave the opportunity to state the level of weighting by the enterprises being studied.

Evaluation of the completed questionnaires was conducted in collaboration with the SlámaResearch, Centre for Empirical Research, and with the assistance of the Media Opener software program.

4. STATISTICAL CHARACTERISTICS USED
Since we are dealing with ordinary ‘quantities’, the following statistical characteristic measures of ordinal variables were used on the information acquired in order to determine whether a dependence exists within the context of the GE Matrix and the individual aspects under investigation within the scope of the study. Spearman’s correlation coefficient:

\[ r_s = \rho \left( \frac{n \sum_{i=1}^{n} (x_i - \bar{x}) (y_i - \bar{y})}{\sqrt{n \sum_{i=1}^{n} (x_i - \bar{x})^2 \sum_{i=1}^{n} (y_i - \bar{y})^2}} \right) \]

where \( x \) and \( y \) are the ranks of the variables, \( n \) the number of ranks.

5. CHARACTERISTICS OF THE ENTERPRISES UNDER INVESTIGATION
The subject of this research investigation was that of Czech enterprises in Czech ownership and in which the enterprise was managed by a Czech management team. For reasons of a more detailed and meticulous investigation of the outcomes of research study, the individual problems and issues were investi-

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Table 2. Results of the Degree of Dependency of the Momentary Situation of an Enterprise on its Individual Factors.

<table>
<thead>
<tr>
<th>Category of Employees</th>
<th>Medium</th>
<th>Large</th>
</tr>
</thead>
<tbody>
<tr>
<td>% of Enterprises</td>
<td>25</td>
<td>50</td>
</tr>
</tbody>
</table>

Hypothesis can be accepted. Spearman’s correlation coefficient is positive, which confirms the hypothesis of a direct dependence between the two variables. Students p-value of statistical dependency is 0.000, and the two statistical variables and are directly statistically dependent upon one another. It is possible to state that the level is greater than 0.999, and the relation of the Internet and exploitation of the Internet in the marketing activities of the enterprise DO HAVE an influence. The results of the correlation coefficients confirm the hypothesis of a direct dependence. Based on these results, we state that not only is the standing of the enterprise within the framework of the General Electric Matrix influenced by the implementation and exploitation of the Internet in the marketing activities of these enterprises (the index of which is greater for the larger enterprises), which are well-placed on the market are forced to improve their competitiveness and the momentary level of marketing through the intermediary of use of the Internet.

In conclusion, it can be stated that all of the factors investigated in the course of this research study, the level and quality of which have a direct influence on the momentary standing of an enterprise on the market as does the level and quality of the marketing activities of these enterprises, as to which branch the enterprises operate in.

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[See Table 1]