

MAIN FACTORS OF AGRICULTURAL ENTERPRISE COMPETITIVENESS

Stakhiv O.A.

Candidate of Economic Sciences, Associate Professor,
National University of Water and Environmental Engineering

Adamchuk T.L.

Lecturer of the Department of Economics of the Enterprise,
National University of Water and Environmental Engineering

In order to succeed in a market economy, enterprises and farms, it is necessary to carefully plan effective development and accumulate the necessary information about their own opportunities and prospects. The most used categories of assessment of the degree of development of the enterprise system is the competitiveness, which is considered at different levels and is one of the permanent factors in its operation. The article proposes the classification of factors of competitiveness of agricultural enterprises, because, despite numerous results of research on the theory of competitiveness, they are not given enough attention.

Competitiveness is a comparative characteristic of an enterprise, which reflects the difference between its level of efficiency of the use of all types of resources in comparison with similar indicators of other enterprises of a certain homogeneous group. But the ability of an enterprise to compete in a particular commodity market directly depends on the competitiveness of the product, and on the totality of economic methods of its activities.

Agriculture has a number of peculiarities that need to be taken into account in order to assess the competitiveness of the enterprise: low profitability and value added, a significant length of the reproductive cycle and the payback period of the investment, the dependence of the result of the activity on changing the natural and climatic conditions, the close connection with the environment, etc.

The positive impact on the competitiveness of agricultural enterprises has a steady increase in demand for its products, regardless of the state of the economy. When determining the competitiveness of an enterprise, it is necessary to distinguish the relevant factors. However, in order to be able to manage the factors of competitiveness, it is necessary to determine their optimal number, interconnection, subordination, to determine which of them has the greatest influence and to assume responsibility for this area of activity for specific managers.

We generalize different approaches to classifications and offer the following groups of factors:

1. Potential of agricultural production (land resources, climatic conditions, condition and availability of means of production, labor resources of the enterprise, availability of capital, level of infrastructure development).
2. Sustainable strategy, optimal structure and competition (strategy, structure, state of competition).
3. Demand for enterprise products (market capacity, requirements and needs of customers, types and structure of demand, product market development).
4. Related and related industries (production of competitive technology for agriculture, fertilizer production, plant protection products, seeds, level of development of agrarian science, transport, design and construction organizations).
5. Competitiveness of products (cost of production, price of products, consumer

value, ecological compatibility, product composition, etc.).

6. State policy (regulation of land ownership and other property, depreciation, tax and financial and credit policy, legal regulation of activities, subsidies).

Objective assessment of the agricultural enterprise of its competitive posi-

tions in the market – a prerequisite for their strengthening. The analysis of the proposed factors consists in identifying the strengths and weaknesses both in its activities and in the work of competitors, which will avoid the most acute forms of competition and use their advantages and weaknesses.