

EVALUATION THE RISK OF DEVELOPMENT STRATEGIES OF ENTERPRISES OF THE DAIRY INDUSTRY

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The Ukrainian dairy industry is currently in a difficult stage of development, under the influence of rather contradictory factors of both internal and external environment. That is why it is very important to assess the risks of the development strategy of enterprises in this sector.

The article forms the directions of reduction of the influence of risks on the strategy of development of dairy enterprises. To do this, the risk assessment of dairy industry development strategies was performed on the example of Vinnytsia Dairy Plant "Roshen" PJSC.

The current state of the dairy industry in Ukraine as a whole and in Vinnytsia region in particular is analyzed. The following indicators of the dairy industry in Ukraine are analyzed: dynamics of cows' livestock in Ukraine in 2010-2016, structure of dairy products production in 2016-2017, purchase prices for milk by regions and categories of farms in 2017, domestic wholesale prices

for dairy products in 2017, milk production in Ukraine in 2017

The risks of implementing strategies for dairy enterprises are systematized and the main risks of the strategy for dairy enterprises are identified as resource risk, technology-related risks and financial risks: liquidity, profitability and bankruptcy probabilities. A separate complex issue that affects the development strategy is the investment component and the inaccessibility of loans.

Venture Dairy Plant "Roshen" PJSC uses the risk of profitability, liquidity, financial stability to assess the development strategy risk.

It is determined that the strategy of enterprise development in a market economy is associated with a variety of business risks, generated both by internal conditions of operation and the external environment. In this regard, it is advisable for enterprises to monitor risks and, if necessary, to adjust tactical targets for successful implementation of the company's strategy.