

Formation of agricultural enterprise development strategy

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This article includes the theoretical substantiation of the process of strategic management in agricultural enterprises. The article outlines three main types of business development strategies according to world practice. It is determined that in the enterprises the strategy of growth, stabilization or survival can be realized. It is noted that the investigated enterprise is a member of Group "Privat". The group created a corporate governance center and identified specialized structures. The management company coordinates relevant processes in the agrarian sector.

The article presents the scheme of management of economic activity on the basis of the process approach. The analysis of the strengths and weaknesses of the activity of the agricultural enterprise belonging to the Privat Group with the help of SWOT-analysis. It is noted that the main purpose of the analysis for the enterprise is to use the land, natural, resource, human and spatial potential to the fullest. It is grounded how weak sides turn into strengths, how strengths to strengthen, how to use the benefits of eliminating

obstacles. The mission of the enterprise is determined. The strategic directions of development, which were realized in 2013-2017 years, were explored. The strategy for 2019-2023 is developed. The basic projects, which will be included in the strategy of enterprise development, are substantiated. The period of their implementation and performers is indicated.

The "Tree of Development" was built in the floor. It is noted that the priority projects in the development strategy of the enterprise will be technical projects: updating of equipment, automation of workplaces; organizational – creating a center of responsibility and attracting young specialists; social project: support of a comprehensive school in the village.

In general, the article states that if an enterprise develops a strategy for development and introduces strategic management, it will have the opportunity to behave consistently and systematically in the agrarian business, in particular in the market dynamic competitive environment as a whole, which increases the probability of achieving the goal.