

WORLD ECONOMY AND INTERNATIONAL ECONOMIC RELATIONS

Agricultural products market competitive development' estimation

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The agricultural products market competitive development' estimation methodical approach is considered in the article. The proposed methodic based on the implementation of mathematical modeling methods to research of competitive situations of different agricultural product markets.

Learning of functional features of subjects in marketing infrastructure of internal agricultural market and characteristics of their interaction with producers' goods bases development of the actions are directed on harmonization of the relations of market participants and increasing of productivity of its functioning for economy of the state in general.

For an estimating of producers' and intermediaries' productivity of the most typical

commodity agricultural markets we used in research an indicator of product volume sales per 1ua of full expenses at each stage of merchandising. In our opinion, such indicator is the most illustrative; after all it directly characterizes potential volumes of receiving profit. Data of the State committee of statistics in Ukraine and results of the executed statistical groups became information base of such research. So, we considered the settlement indicators of production volumes and commercial activity of market subjects, because the operating with reporting data isn't informative in the reason of accounting features, statistical and tax accounting in our country and to essential distortion of profit indicators in the course of taxation optimization.