

Market strategy shaping in the system of securing the sustainable development of agricultural enterprises

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The paper is devoted to the issues of shaping the market strategy in the system of measures aimed on securing the sustainable development of agricultural enterprises. Main components of the strategy along with the stages of its shaping were unveiled. Efficiency of the approach was shown by the example of successful agricultural company. Main conclusions of the conducted research are following. The distinct feature of current situation for agricultural entrepreneurs is combined influence of a number of adverse factors, namely: global and domestic economic decline, uncompleted agrarian reform, foreign armed aggression, negative demographic trends. Meantime the situation on international food markets remains mostly favorable for food producers. Experience of the successful enterprises shows that their efficiency relies on the proficiency of their managerial staff, their skills of balancing motives and goals of the enterprise with local and global markets demand. The principles of sustainable development are not always taken into account. It leads to acceleration of the environment degradation process, tight-

ens relations of an enterprise with local communities and threatens long term perspectives of agricultural enterprises. Taking into the account the sustainable development principles when in the process of substantiating market strategies of agricultural enterprises allows to reach the balance of conditions of securing requirements of production efficiency with demands of local communities along with securing long term perspectives of such enterprises. Successful agricultural enterprise relies on thoroughly grounded market strategies when shaping its production program. The key elements of such strategies are the mission, goals and vision, strategy and tactics of goals accomplishment. The coherence of market strategies with the sustainable development principles lets enterprises to perform a harmonization of economical motives of the enterprise with the local community needs. In such way the agricultural enterprise improves its long term perspectives of successful operation.

Key words: agriculture, market strategies, sustainable development, economy, marketing.