

Information technologies in management and business-planning agricultural enterprises

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In the context of economy globalization processes, domestic market relations demand the new methods of conducting economic activity, use of modern methods of management, including business planning. In modern conditions business planning is the reliable instrument of rise in profitability and efficiency of the agrarian enterprise.

Process of business planning is carried out by a significant amount of experts of different professions for performance of different functions. Certain organizational structure and a managerial system which is based on use of information technologies are created for successful implementation of business planning. Thus, they make up organizational component of a business planning process.

In business planning as ordered series of steps such main stages are determined:

- 1) initial stage;
- 2) preparatory stage;
- 3) stage of business plan making;
- 4) stage of business plan promotion into the market of intellectual property;
- 5) stage of business plan implementation.

Process of business planning has its features in each case. The most difficult is

procedure of the business plan making for launch a new business.

The most optimum option for business planning at agrarian enterprise is use of the computer program Project Expert which has friendly interface, gives a chance to user to describe practically any investment project, any scheme of financing and considers risks of the project.

Implementation of modern information technologies is necessary for ensuring stable development of agriculture, strengthening of economic and technological security of branch. Use of innovations, information systems and technologies in agrarian branch will give the chance to increase productivity of its activity. Rationally constructed information management system by the agrarian enterprise by means of Project Expert will promote increase of flexibility of the enterprise, reducing time of response to external changes, will increase validity of administrative decisions adoption and control for their timely execution, will promote increase of efficiency and reliability of the obtained data, will increase efficiency of production processes and will reduce expenses of resources.