

RESOURCE PROVISION OF AGRICULTURAL ENTERPRISES AND ITS IMPACT ON THE PRODUCT QUALITY

Batrakova T.I.

Candidate of Economic Sciences,
Senior Lecturer at Department of Finance and Credit,
Zaporizhzhia National University

Kardashevka M.A.

Student,
Zaporizhzhia National University

Drobilko V.V.

Student,
Zaporizhzhia National University

Agroindustrial complex is one of the main branches of economy, which is very important, because national food security depends on its functioning and development.

In this article, the concept of product quality of the agroindustrial complex and the factors that influence its level are considered. The level and dynamics of the providing of enterprises of Ukraine with agricultural machinery are analyzed.

The key to the enterprise success and competitiveness of its products is high quality, which must meet international standards. The product quality increases its purchasing power to satisfy the needs of smaller volumes consumer. Most of agricultural production are of low quality and cannot compete with imported products. In this regard, it is vital to improve the competitiveness of Ukrainian products by improving the quality of its products.

Instead, the low efficiency in agriculture, low level of technical equipment and poor funding hinder agribusiness companies make their products competitive and enter foreign markets.

Currently at the present level of the field of agriculture the main problem of poor quality of agricultural products is the inability to the implementation of new technologies in production over the low availability of agribusiness enterprises' financial resources. Financial resources are not enough even for a "routine" business activities. Also in Ukraine there is a quite low legislative creditor protection, which prevents farmers to receive credit.

In crediting the agricultural sector of economy, one can identify a number of constraints to crediting such as low quality financial planning, accounting and reporting; lack of reliable statistics land use; lack of liquidity "hard" collateral.

The state should stabilize the economy and make it predictable and make adjustments to the legislation. Farmers need to work on transparent rules. If changes do not occur, agroindustrial complex will remain at the stage of uncertainty, and this is to the detriment of all: producers, small and large, and our general public.