

# COMPETITIVENESS OF PROCESSING ENTERPRISES OF AGRICULTURAL FOOD SUBCOMPLEX AND FACTORS OF ITS IMPROVING UNDER THE ECONOMIC TRANSFORMATION

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The article investigates the competitiveness of agricultural food processing plants and identifies factors ensuring it in terms of economic transformations of Ukraine. Studied theoretical and methodological principles of competition and competitiveness, reflected in scientific works of home and foreign scientists. Given the shortcomings of studied approaches to classifying the factors influencing the competitiveness of enterprises and peculiarities of bakeries, we developed the scheme of factors influencing the competitiveness of enterprises of the baking industry. The factors of the business environment that negatively affect the competitiveness of bakeries, the development of the industry as a whole and determine shadow market of bakery products include: disparity in prices for resources in bakeries and their products; ineffectiveness of segmental development program of producers; disproportionate distribution of flour between the regions of the country; operation of shadow producers and enterprises with a hidden activity in the market of bread and bakery products. Under the proposed system of factors influencing the competitiveness of the

baking industry enterprises, the harmonious interaction of all the aforementioned parameters is important – this can be achieved using a marketing approach. The generalization of existing approaches and study the functioning of enterprises of baking branch allowed proposing the author's interpretation of the term “competitiveness bakeries” by a complex study of the term as the characteristics of competitive advantage, the criterion of efficiency of economic activities and implementation of totality of the enterprise potential, indicator of optimal interaction of market factors and bakery products and consumers' demand for socially important product. We developed a three-level hierarchy of interrelated problems of competitiveness of enterprises of the baking industry. Determined the role of marketing in providing competitiveness of bakeries as a key direction for achieving competitive advantages in terms of social and economic transformation. We propose a schematized view of marketing environment major factors affecting the competitiveness of bakeries and discover the main reserves of its increase from the position of marketing.