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MECHANISM OF RISING COMPETITIVENESS OF AGRICULTURAL ENTERPRISES

Research actuality. Orientation agribusiness on the successful solution of market challenges requires innovative development of domestic agriculture and adaptation to market conditions. Such adaptations can be made through the use of cost-based marketing system. Problem of low competitiveness for Ukrainian agricultural farms comes from aspiration to join EU. Thus, the influence of marketing on the enterprise's competitiveness is extremely important in time of post-reform development of agricultural sector.

Economic activities of any manufacturer is doomed to fail if he lacks knowledge about the laws of commodity turnover, market capacities, activities of competitors, supply and demand, changes in customers' needs and so on. Information about the state of the economy and efficiency of market mechanisms such as competition, pricing, supply and demand, taxes, money and other market components alter the functioning of economic systems. Such awareness enables to predict the dynamics of demand and supply, to consider connection between the arisen consumers' needs and customers' properties of goods, to improve the quality and effectiveness of management actions. Therefore, for the enterprise it is important to have a mobile market research system that would react quickly and adequately to the constant changes in circumstances in everyday stressful economical life.

The purpose of research is development the concept of improving the competitiveness of agro-enterprises, as well as justification of specific proposals for improving the efficiency of agricultural marketing.

Analysis of recent research and publications. Theoretical scientific research results of competitiveness are reflected in the works of foreign researches such as G. Bost, R. Vernon, H. Werlie, J. Voret, M. Woodcock, G. Kramer, L. Martin, D. Parlbie, M. Porter, D. Ricardo, A. Smith, J. Schumpeter, B. Faifer, D. Frenek, others. Unlike countries with a market economy, in Ukraine this problem is understudied. Some issues of competition policy, rising competitiveness by means of marketing and other methods are reflected in the works of Ukrainian scientists such as V. Boiko, G. Bobrowskij, M. Helvanovskij, O. Ermakov, M. Kalinchyk, Y. Kovalenko, N. Lobaz, M. Malik, V. Mesel-Veselyak, G. Palamarchuk, L. Romanova, P. Sabluk, V. Tregobchuk, G. Tabuniy, R. Tikhonov, L. Houdoliy, A. Tsarenko, F. Shampray, A. Spichak, V. Yurchyshyn. Some issues of competition policy, rising competitiveness by means of marketing and other methods are reflected in the works of Ukrainian scientists such as V. Boiko, G. Bobrowski, M.

Helvanovskij, O. Ermakov, M. Kalinchyk, Y. Kovalenko, N. Lobaz, M. Malik, V. Mesel-Veselyak, G. Palamarchuk, L. Romanova, P. Sabluk, V. Tregobchuk, G. Tabunij, R. Tikhonov, L. Houdoliy, A. Tsarenko, F. Shampray, A. Spichak, V. Yurchyshyn. However, systematic scientific conclusion concerning identification of ways to increase competitiveness is almost absent.

Research results. Our research shows that the main criteria in competitiveness of domestic agricultural products are economic parameters (for example, low prices). However, consumerist and legal options are implemented partially, while environmental and marketing criteria are not used in the formation of competitive advantages Ukrainian agricultural market, which reduces the efficiency, flexibility and stability of agricultural enterprises in the long run.

Promotion marketing system is very important in the mechanism of competitive farm system. Such a system can be considered from the point of the horizontal and vertical structures. Their coordination is manifested in different ways: agricultural enterprise can monitor all activities through joint ownership and by means administrative control or control by using the «invisible hand» of free market. For this we support scientific concept M. Malik [1].

Scientific conclusions:

1. Understanding the factors of competitiveness is the basis for making effective management decisions to strengthen market positions of the enterprise.
2. The main sources for rising competitiveness of enterprises are operational efficiency and strategic positioning.
3. Competitive companies are able to build and expand market share through the use of innovative management, resource management, enhance diversification and increasing the scale of production. Preconditions for getting sustainable competitive advantage is the restriction of competition and rising mobility of individual economic resources.
4. Reduced resource potential in the agricultural sector requires problem solutions in the regulation of market that can be solved by improving the methods of government regulation of food markets and implementation of effective marketing mechanisms.

References:

1. Malik M. Competitiveness of the agrarian enterprises: methodology and mechanisms: Monograph / M. Malik, O. Nuzhna. – K.: SNC IAE, 2007. – 270 p.