

Анотація. В роботі наведена сутність та умови виникнення фінансової безпеки суб'єктів господарювання аграрної сфери. Наведені основні ознаки даної категорії. Реалізовано системний підхід до формування та забезпечення фінансової безпеки. Запропоновано методичку оцінки фінансової безпеки аграрних підприємств. Проведено дослідження поточного стану аграрного підприємництва в Запорізькій області України.

Summary.

The purpose of the article consists in the necessity of determination of essence of financial safety for enterprises agrarian a sector, aiming of its value, approaches to the estimation, and also leadthrough of analysis of its current status, among the agricultural enterprises of the Zaporozhia area.

Essence and conditions of emergence of financial safety of subjects of managing of the agrarian sphere are brought into this paper. The main signs of this category are given. The system approach to formation and ensuring financial safety is realized. The technique of carrying out an assessment of financial safety of the agrarian enterprises is offered. Research of current state of agrarian business in the Zaporozhye area of Ukraine is conducted.

Conclusions. Agricultural production is highly risky, and financial performance businesses sector - vulnerable. Financial security emerges as a complex of measures to counter the primary objective circumstances - risk management. The essence of financial security as a system of organization of the entity in which the achieved stability and profitability of operations, provided a sufficient level of solvency and financial stability of the entity performed rational attracting financial resources and expenditure in terms of expanded reproduction and reduced uncertainty management. Implemented a systematic approach to the development and to ensure the financial security of the entity. Based on existing scientific approaches proposed methodology for assessing financial security entities. Proved comprehensive description of financial security entities, which determines the order of its formation, maintenance and evaluation.

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THE FORMING AND IMPLEMENTATION OF HORTICULTURE MARKET DEVELOPMENT STRATEGY

Annotation. *The model of forming and implementation horticulture national market strategy is devised. This approach is grounded on author version of definition of goals, tasks, scenarios and priority directions, their implementation mechanisms and assessment criteria having regard to sector potentialities. SWOT-analysis of horticulture market is composed.*

Keywords. *SWOT-analysis, paradigm, conception, market development strategy*

Introduction

Steady market development is achieved at only on strategic vision of prospects condition. Forming of market development strategy is a process that is characterized

by determination of mission and goals of market development, analysis of alternative variants of their achievement, choice of optimal directions and monitoring of select strategy efficiency. Its features aligned with a great number of dynamic, unclear, not always formalized aims, possibility appearance of strategy forming on the basis of contradictory reference-points.

Data and methods

Fundamental investigations were made by known Ukrainian scientists-economists which dedicated to the economic aspects of functioning of Ukrainian horticulture complex. There are O.Ermakov, V.Rul'ev, I.Cherven, O.Shestopal, O.Gutorova and others. Foreign scientists who dedicated investigations in mathematical modeling and designing in a greater or lesser degree. There are Taner A.H., Brignell J.E. from United Kindom, Dr. Simon Haykin from Canada, Hornik K., Stinchcombe M, White H. from USA.

Results

Strategic approach in the external environment conditions, that change dynamically, is main direction of substantiation of agricultural sector development and horticulture industry as its inseparable part. The necessity of orientation on the parameters of the horticulture industry state in a long-term prospect is determined by the requirements of the consistency, validity and sequence to the management at every instant. It is expedient to apply the complex model of forming and implementation of horticulture market development strategy (figure 1).

Above mentioned model is constructed by author on the basis of market analysis and forecast, factors of internal and external environment, definition mission and goals. The horticulture market development strategy is a necessity of effective functioning of fruit and berries market.

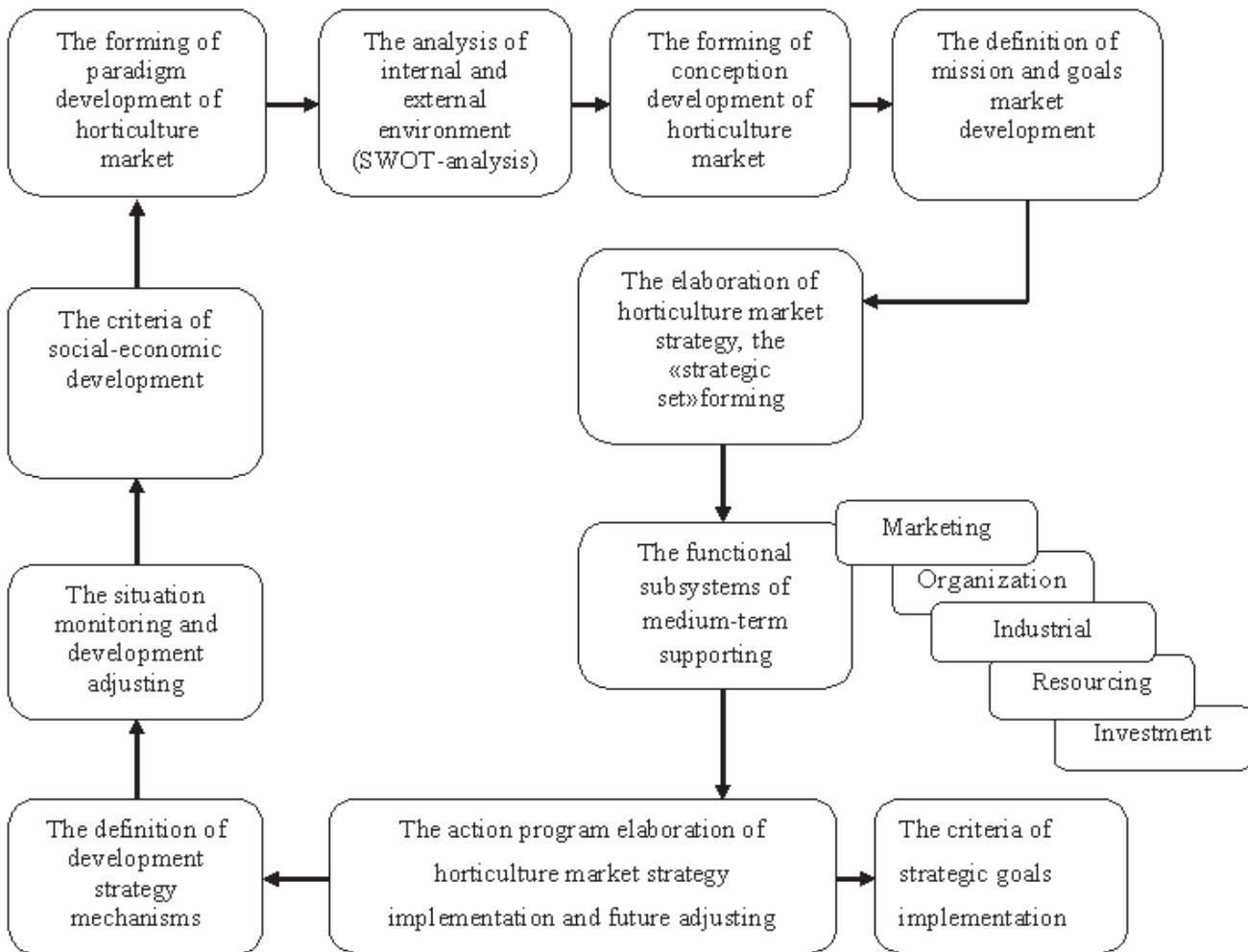


Figure 1. The forming and implementation model of horticulture market development strategy. Note. Authoring

Forming of certain paradigm, in the aggregate of the theoretical and methodological positions accepted by the scientific association, and certain strategic conception in relation to future changes is preceded to elaboration of horticulture market strategies. This process is used as a model, standard for scientific research, interpretation, estimation and systematization of scientific data, for the comprehension of hypotheses and decision of tasks that arise up in the process of scientific cognition.

The Ukrainian outstanding scientists at the head with O. Shestopal promulgated "The theoretical- methodological framework (new paradigm) and constituents of the National program of industrial horticulture advancement of Ukraine: macrosectoral aspect" [2]. Except the methodological filling, the complete

analysis of domestic fruit market situation, grounding of major strategic indices, clear vision of necessary for implementation of the program investments and source of their receivables are revealed in this document. For determination of horticulture market potential and estimation of possible prospects of its development it is expedient to compose SWOT- analysis that allows educing and structuring market strengths and weaknesses, and also possibilities and threats in relation to market functioning in internal and external environment (table 1).

The results of analysis are basic constituents at forming of mission, strategic aims and tasks for horticulture market development. Weaknesses prevail over strengths not only in their quantitative measuring but also after the influence level on the fruit competitiveness that are the inseparable component for the successful functioning and market development. Coming from an analysis, prospects for the horticulture products market are ponderable enough, as at the corresponding market there are unfilled segments of the canned and dried fruit and berries, an increasing of fruit consumption volumes. We should mentioned a membership in WTO opens borders for the fruit and berries export, strengthening of government attention to the decision-making of horticulture industry problems also forming development potential. There is a possibility of import control of fruit which growing is answered by domestic naturally-economic terms.

The final stage of SWOT- analysis process is a solving problem of fruit market forming and functioning by establishing connections between the most influential weaknesses and strengths; possibilities and threats of external environment (table.2).

Simultaneously with a paradigm, after SWOT- of analysis, certain conception of industry development is outlined. It is a frame of references, interpretations, that gives an opportunity to estimate and understand the certain phenomenon and its dynamics. Conception clearer than paradigm, determines the expected development direction, acceptable facilities of adjusting and influencing, desirable results and strategic aim [1, p. 21]. In a strategic management conception is considering as certain intention, system of estimations for perception future.

The SWOT-analysis of Ukrainian horticulture market

Strengths	Weaknesses
<ul style="list-style-type: none"> - favorable natural-climate conditions for growing production; -the top-quality taste perception of domestic fruit and berries; - the proximity to the market product. 	<ul style="list-style-type: none"> - insufficient development of market infrastructure; - insufficient development of storage system, processing and transportation; - low demand on tinned fruit as a result as individual home preserving and drying - the seasonal irregularity of demand and supply; - prices differ depending on sorts and regions of sale in 2-4 times, there is their seasonal recurrence; - the low-rank product and price competitiveness of products; - the absence of preselling preparation that results in the refuses of trade networks to realize domestic products; - the uncontrolled illegal trading fruit and berries of doubtful quality, narrowed assortment; -supply forming mainly by the households; -insufficient market saturation by domestic products; - sluggish paying demand on more expensive product of the “third food”; - fruit consumption fond folds only one third from the market capacity; - the imperfect fruit quality audit mechanism and accordance to the ratified national and international standards; -the insufficient level of technological industrial development that does not answer demand grows.
Opportunities	<p style="text-align: center;">Threats</p> <ul style="list-style-type: none"> - legislative base volatility; - climatic factors and natural calamities; - the increase of state import dependence on fruit and berries; - the liberalization of horticulture products import accordingly membership of Ukraine in WTO; - the moratorium prolongation on the agricultural land purchase-sale; - tolerance Ukrainian consumer to the foreign production.

Note. Authoring

The SWOT-analysis matrix of Ukrainian horticulture market

	Opportunities	Threats
Strengths	-a competitiveness increasing national horticulture products is due to addition of excellent tasty-looking; - the improvement of fruit production zonal specialization.	- development of fruit harvest insurance sphere by agricultural enterprises; - the consumer's favor maintenance to the home products.
Weaknesses	- effective use of resources; - the material-technical base strengthening of storage, commodity revision and realization base; - the paying capacity increasing; - the trade reformation on the basis of specialization deepening, competition and integration development, active investment from different sources; - the unfilled segments satiation by the domestic canned and dried fruit; - the increasing of technological industrial development.	-financial support expansion of nationals producers, improvement of the market subjects credit providing; - Government control strengthening of market relations, introduction of rational price, tax, customs policy.

Note. Authoring

Author distinguished the basic conceptual approaches of market development: "inertia"(holding a position "status quo"), "mobilizational"(after appearance of the first negative signs in its financial-economic condition) and "modernisation" (cardinal changes implementation). Conception is incarnated more detailed in a mission and goals in the strategic programs of development (strategies) of horticulture industry. Conception envisages formulation of mission - vision of the future fruit functioning market in laconic expression: increasing of state and population welfare due to horticulture industry development. Determination of mission outlines development priority and specified in such theses (goals):

- stabilizing and gradually increasing of fruit production volumes;
- internal market fulfilling by competitive home fruit and berries for providing of population demand in accordance with physiology norms;
- the extension of production volume providing mainly due to industry self-finance;

- changeover to the certificated green production;
- it is an intensive husbandry by the technologies improvement and fruit production on the basis of the scientific experience.

For the desired goals achievement is determined the system of measures that will assist to the fruit market development (table 3).

Table 3

The system of measures horticulture products market

Investment activization	<ul style="list-style-type: none"> - accumulations expansion inside the industry; - forming of sinking fund due to annual depreciation decrees from the balance sheet value of the plurannual; - the arrangement of conditions for the maximal foreign investments; - using of private investments; - expansion of contribution from 1,5% to 2,5% from gross operating income from alcoholic beverages and beer realization got on all stages; - the financial leasing support on acquisition of technique with low interest rates
Improvement of pricing and insurance activity	<ul style="list-style-type: none"> - determination of prices edge layer on the basis of normative prime cost for optimal prices establishment for a producer and consumer; - the necessity of state price supporting and appropriation-in-aid granting to the producers; - the adjusting of insurance mechanism for consequences reduction of force-majeure circumstances
External trade improvement	<ul style="list-style-type: none"> - state comprehensive support within the WTO measures; - adjustment of edge tariffs for the imported products; - the import limitation of horticulture products that is successfully grown in Ukraine
Forming of effective organizations in horticulture industry	
Storage system, processing, transporting and realization horticulture products improvement	

Note. Authoring

Strategy is not completed by its instantaneous implementation, as for the aims achievement is needed time lag, depending on a period on that strategy was developed (short-, mid- and long-term). In the dynamic environment conditions aims achievement must be accompanied with permanent monitoring of internal and external environment and adjustment in accordance with a situation.

Conclusions. The elaboration of market development strategy is characterized by the high level of complication, that conditioned by the realization necessity of

complex analysis in relation to determination of development directions, external and internal environment researching. The strategy development is impossible without mission and aims definition of further development, determination of alternative variants of strategy, exposure of mechanisms of adjusting and estimation criteria.

References.

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***Анотація.** Розроблено модель формування та реалізації стратегії розвитку ринку продукції садівництва, що ґрунтується на визначенні цілей, завдань, сценаріїв та пріоритетних напрямів, механізмів їх реалізації та критеріїв оцінки з урахуванням потенційних можливостей галузі. Складено SWOT-аналіз ринку продукції садівництва України.*

***Ключові слова.** SWOT-аналіз, парадигма, концепція, стратегія розвитку ринку*

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ДЕРЖАВНА ПІДТРИМКА СІЛЬСЬКОГОСПОДАРСЬКИХ ПІДПРИЄМСТВ ТА ЇХ КОНКУРЕНТОСПРОМОЖНІСТЬ

***Анотація:** В статті розглядаються внутрішні та зовнішні чинники впливу на формування конкурентоспроможності сільськогосподарських підприємств; визначено місце державної підтримки у процесі здобуття конкурентних переваг*

***Ключові слова:** конкурентоспроможність, конкурентні переваги, державна підтримка, бюджетні дотації*

Постановка проблеми. Тривала криза всієї вітчизняної економіки безпосередньо пов'язана з проблемами її аграрної сфери. Реформування цієї