

As a result, construction companies are able to add their buildings and all information about them for city map. Everyone can find and select their new home due to reviews, locations, nearby buildings, prices or other information. So, developer companies can save a lot of money, because they do not need to create sale offices and spend a lot of money for advertising or other marketing.

To sum up, “Real estate platform” is the solution of many problems for everyone. The main goal of the program is to optimize searching, you can find your home sitting on the couch, office or drinking coffee on the street, make life easier for construction companies, I think that it can affect for the costs of housing, as companies reduce costs for marketing. The most important, clients have ability to sort by prices, company rating or reviews of other real users. Everything on planet that’s called “Earth” goes online, so why we haven’t translated the purchase of housing online yet?

**L.P. Kurgan**

*Research supervisor: N.O. Golub, Candidate of Economic Sciences, Associate Professor*

*Language supervisor: T.V. Zhukova*

*Dmytro Motornyi Tavria State Agrotechnological University*

## **ROLE OF INTANGIBLE ASSETS AND THEIR ASSESSMENT IN THE MODERN ECONOMY OF UKRAINE**

Possession of intangible assets is an important competitive advantage, which is not always taken into account by the Board of Directors and management of the company when developing its development strategy. As intangible assets are the objects produced or acquired by the enterprise which have no usual physical form, they are used in production, economic or administrative activity more than a year and bring in the income. It is also possible to significantly increase the level of capitalization of the company, the market value of its shares. Accounting and reflection in accounting documents of rights to existing intangible assets can significantly increase the value of net assets of the company. Unfortunately, the majority of Ukrainian organizations, possessing intangible assets, do not reflect them in the reporting. This significantly reduces the cost of the organization and deprives it of a number of advantages, including competitive, investment attractiveness.

Unrecorded intangible assets reduce the real value of the shares or participation shares for the owners, to the detriment of their financial interests. Thus, the task relevant for the company's management is to identify, issue rights and ensure accounting of intangible assets owned by the company, as well as informing the market about the availability of such assets.

But what are intangible assets? It’s evident, that intangible assets are objects that do not have a material form, which can not be considered separately from the organization, bringing it certain benefits compared to competitors and including human resources, intellectual property, infrastructure and market assets, organizational structure, information networks and the image of the enterprise.

In the age of knowledge economy, intangible capital, i.e. human skills, intellectual property, reputation, brand, business processes, business connections, and innovation potential make up a significant part of the value of any firm. However, most managers assessing the value of the business continue to focus on the assessment of tangible assets alone. While is such an assessment important, it can’t provide a complete picture of the business, as tangible assets account for only 30% of the value of most companies. In this regard, the problem of improving their assessment and analysis has acquired special relevance for Ukrainian enterprises.

The international valuation standards Board identifies the following approaches to measuring intangible capital: comparative approach; revenue approach; cost approach. The

choice of assessment approach depends on the objectives and the assessment framework. Valuation of intangible capital is necessary for various purposes, in particular they are:

- merger, acquisition and acquisition of companies or shares in them
- acquisition or sale of intangible assets
- reporting to tax authorities
- court proceedings
- preparation of financial statements for investors

An appropriate option should be considered using more than one assessment approach, within which different methods may also be employed.

**Dariia Lysa**

*Scientific supervisor: Nataliia Rak, PhD, Associate Professor  
Lviv Polytechnic National University*

## **THE MODERN LEVEL OF DEVELOPMENT AND THE PROSPECTS OF THE MILK SECTOR OF THE VINKOVETSKY CHEESE FACTORY LLC**

The dairy industry is one of the leading industries in Ukraine, in particular in the Khmelnytsky region. Prospects for its development and functioning are always extremely relevant, since dairy products are especially valuable and indispensable food for the population. Despite the positive dynamics of the industry, dairy production in households is gradually decreasing every year in the region, the quality of purchased raw materials is improving from year to year, worsening price policy, problems with sales, as well as the decrease in the number of cows - all these problems need constant monitoring and steps to resolve them.

The dairy market in Ukraine is formed mainly under pressure from the purchasing power level of the population. Consumer behavior is significantly influenced by price dynamics, quality of goods, volume and assortment of supply, general level of welfare of the population.

LLC "Vinkovetsky Cheese Factory" is a flagship of quality of dairy products of Khmelnytsky region. The production process has the latest equipment and modern production technologies. The company is constantly modernizing and modernizing. Today, the focus is on energy savings, using alternative sources of fuel. Completely moved away from potentially dangerous cooling systems and switched to new imported chillers (cooling devices).

Milk production in Ukraine can and should be made a profitable and competitive kind of agribusiness, as Vinkovetsky Cheese Factory LLC did. But this process takes a lot of time and effort and requires considerable investment. First of all, it is necessary to invest in reconstruction of farm premises and quality improvement of the breed composition of the dairy herd. Investments also require milking systems and equipment to help modernize and upgrade animal feeding. Poor quality of dairy raw materials in the private sector affects its purchase price, which causes the aforementioned problems. We believe that the prospects of the industry will largely depend on how real it is today to build partnerships between all market participants. Such relationships will allow, through a mechanism of equivalent pricing, to create the necessary economic conditions to increase the number of dairy cows. The increase in livestock is possible due to the herd's own reproduction, which will give an impetus to the increase in milk production due to the increased productivity of the actual herd. But in order to build a competitive model, it is necessary to create the conditions for forming the optimal ratio of the share of private households, family farms and specialized large-scale farms. This will reduce the cost of milk and increase the price at the expense of higher quality products.

The agricultural sector of Ukraine is undergoing profound reforms that are plaguing small producers. Despite the current legal basis, cooperation in agriculture in Ukraine is underdeveloped today. Due to the negative stereotypes of the collective past, the perception of