

## **Improving the competitiveness of agricultural production units through diversification**

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In a market economy, the importance is the question of competitive advantage, determining the level of efficiency and ability to compete. With the development of socio-economic relations, new categories and concepts, with the purpose of more fully describe states, events and processes in the economic environment. The term "competition" (with lat.conkurrentia) means competition, rivalry. As an economic category, competition - an economic struggle, the rivalry between separate manufacturers of products and services to meet their interests related to the sale of goods, works, services to the same customers. The main indicators of the level of competitiveness of the products are quality, cost and selling price. Thus, the quality indicators of products as components of competitiveness, providing producers competitive advantages and an important selection criterion for the buyer. Particular weight is acquired due to the intensity of use of biological resources, high plowed and the resulting deterioration of soil quality. Summarizing the technique to determine the competitiveness of enterprises, we proposed to use factor diversification strategy that will determine the socio-economic impact of diversification. Found that when  $K_{dvs} \geq 1$ , the diversification of production activities is good if coefficient smaller units - this strategy is less feasible because it does not take into account the social aspects of the solution. The method we used was the study of the competitiveness of agricultural enterprises Kiev region. Established the need to improve production efficiency, the efficiency of natural resources and strengthen the market position of farms requires taking into account market conditions and diversifying its production and business activities. Results of the study showed that multi farms are more competitive. Factor of competitiveness of agricultural enterprises Kyiv region over the past three years has increased by 1.25 points. To determine the

socio-economic impact of diversification of productive activities we have the factor diversification strategy, which takes into account the final economic result, the number of products and the number of employed workers in the manufacturing sector. The value of the coefficient for agricultural enterprises Kyiv region over the past three years has decreased by 1.6 points. The diversification of agricultural production units is also one of the areas of solving social and economic problems of the village. The development of the livestock sector stimulates the creation of new jobs. According to project estimates it will allow only one company to attract additional 27 workers. In addition, the company also optimized production structure, it is possible to use organic fertilizers that enables complex measures to improve product quality, and thus increase its market price. The coefficient diversification strategy to test the company will increase from 0.89 to 4.11, which also shows the feasibility of the project.