**COORDINATION OF FUNCTIONAL STRATEGIES OF ENTERPRISE IN SUGAR BEET PRODUCTION IN UKRAINE**

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*The necessity of forming coherent functional strategies of enterprises in sugar beet production in Ukraine.*

***Investments, Strategy, manufacture, market, zu-beet, model****.*

Sugar beet subcomplex Ukraine is characterized by unstable Stu its development. Overproduction of sugar in 2011 and 2012 resulted in lower prices for the domestic market to a level below the cost of producing it. This situation has a negative impact on the further development of the industry and its financial position. Instability of sugar beet sector in Ukraine, to a large extent depends on the consistency-ness strategy development for enterprises sugar beet growers and processors and state regulation of the sugar market.

***Analysis of recent research and publications***. Various aspects of producing sugar beets and functioning of the sugar market in Ukraine rear-assign their studies: V. Boyko, P. Haidutsky, A. Dankevych, M. Demyanenko, A.iZayinchkovskyy, A. Hare, E. andmass, M . Kodenska, V. Lyskov, Loginov, I.iLukinov, M. Royik, M. Pawlowski, B. Pyrkin, P. Sabluk, A. thorn, A.iFursa, and many other domestic and foreign scholars. At the same time, there is a need for further research problems of sugar sector in accordance with current changes in the sugar market.

***The purpose of research*** - analysis of the functioning of sugar sub-sector of Ukraine and suggest improving its modern economic efficiency through coordination of functional strategies, action UAH Duration, nights of manufacturers and sugar beet processing enterprises are considered.

***The main material***. During the 2000-2012 biennium. Ukraine gathered in the area under sugar beet crops decreased by 39.9%, yield increased by almost 2.3 times, while gross charges - 1.4 times.

The increase in sugar beet production contributed zbi-lshennyu sugar production during this period by 25.1%.

Business in the production of sugar beet was attractive. The level of re-ntabelnosti their production in 2011 was 35.8%, in 2012 - 15.9%. The beet and sugar industry has become an attractive investment. However, the production strategy of agricultural enterprises to increase you-duction of sugar beet is not always consistent with innovative and in-vestytsiynoyu strategies that involve the introduction of technologies yuchyh resursozberiha-growing crops.

Inconsistencies between the strategies of enterprises led to a neefek-tive implementation of additional investment in sugar beet (tabl.i2).

Data indicate that an increase in the cost of 1 ha of crops, eco-nomic efficiency of sugar beet-governmental agricultural enterprises and farms in 2011. Znyzhuva-las. Thus, additional products derived from increased spending in D resources per 1 ha was neokupnoyu.

Analysis of pricing strategies for buying sugar beet processing enterprises on farms in 2010-2011. Was carried out using the methods of economic-mathematical FASHION & wording. To this end, based on the statistical reporting spodarskyh-rural enterprises that report on Form 50-SG number, it probes the construction of mathematical models of market sugar beets.

These figure show that the increase in sugar beet production of 13.7 million tons in 2010 to 18.7 million tons in 2011 (optionally 15.5 million tonnes for sugar production for the domestic market in the amount of 1860 thousand. T ) out of cramped-down prices. The average price of 1 ton of sugar beet (excluding VAT) only increased from 487.3 in 2010 to 519.2 UAH in 2011. This was the result in an increased demand Leno-processing plants for sugar beets. Separate raw sugar plants bought by 1030,8-1074,2 UAH / t. As on-slidok, the profitability of sugar beet production in individual farms was 200%. This was in-indicator of agricultural enterprises to increase ob volumes of sugar beet. In 2012, Ukraine has received 18.4 million tons of sugar beets, which produced 2226 thousand. Tons of sugar. Since export capacity of processing enterprises Ukraine minor, then formed the excess sugar in the domestic market, which makes re-refining company to sell sugar below its cost [3]. This situation has arisen due to the lack of coordination of pricing, marketing and former Portnoy strategies processing enterprises.

The studies found that the situation with exceed-duction of sugar in the domestic market of Ukraine could be solved with smaller losses or even avoid when setting prices for sugar beets on a rational line demand for sugar production for the domestic market (see. Figure ). These figure show that in 2011ir. in the purchase of 16.65 million tons of sugar beet average price was to be 487.3 USD / t (excluding VAT), and the purchase of the remaining beet - minimum price (339.24 UAH / t)

Coherence function (production, investment, innovation, pricing, marketing, export, etc.) strategies of enterprises in the sugar beet industry is widely used in the practice successfully operating agricultural holdings (Astarte, UPI, Ukrlendfarminh etc.) [4].

***Conclusions and prospects for further research***. To achieve high economic efficiency, stability of the financial condition of enterprises and competitive advantages in the market, it is necessary to form a coordinated function (production, investment, innovation, pricing, marketing, export, etc.) strategies of enterprises.

Further studies will be aimed at the formation of the investment strategy of e