

## **FUNKTSIONUVANNYA MARKETS in the project engineering and technical support of agriculture**

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*In the article the conceptual position and exposed the raw data on the functioning of markets in project engineering and technical support agriculture.*

### **Project, Software engineering market.**

**Introduction.** Terms formation and proper functioning of the market environment require a certain technical and technology based on a number of principles to continuously generate positive and negative aspects and trends of engineering support APC. In order to reduce the negative effects of market operation, regulate it. At the macro level, the market always affects the state. Levers this regulation serves Tax, price and intervention policy, financial terms of credit operators, protection of domestic producers, benefits or obligations establishing individual participants, public order, etc. [1].

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operatorsmarket and technical means through mutual distance, limited ability of manufacturers directly serve the sold products is an objective necessity of forming a market service infrastructure that provides the need for delivery of machines and equipment to the consumer, pre-sale and subsequent maintenance, etc. [2]. The engine that stimulates or inhibits the development of entrepreneurship and determines the level of profitability and a lot of profit for companies is the price situation in the market. With the current state of the economy is agricultural producers can not meet its huge demand for machinery due to significant deficiencies in pricing for their products. Almost all the years of independence agricultural markets and prices of strategically important for Ukraine agricultural products - grain, oil, sugar, meat and dairy products regulated by the state at a low level and do not allow the industry to keep the majority of producers in a market economy expanded reproduction of production [3] .

Limiting investment opportunities village led to the crisis and stagnation not only agricultural enterprises, but also in agricultural and repairs and serving area [4].

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dumky and conclusions but the market is generally recognized principles [5- 7]

- pivnopravnist all ownership and pluralism and equality of all forms of management;

- piznomanitnist forms and methods of interaction based on market structures: free marketing; public monitoring; formation of market infrastructure, including trading houses, trade centers and shops, fairs, auctions, exhibitions etc. horizontal integration technology manufacturers and free choice

partners; vertical integration of agricultural producers, processors, manufacturers technical means

UchaStu retailers and financial and credit institutions; preventing formation of the market on a territorial basis;

- a competitive environment with free: choice of suppliers and buyers of goods; the pricing and other economic conditions of purchasing goods and services for all participants;

- creating conditions for maximum economy of resources and total costs of market participants by enhancing bipolyaryzatsiyi market and reducing agents.

**Metand research** - Conceptual form and position

baseline data on the functioning of markets in project engineering and technical support agriculture.

**Rezultaty research.** The functioning of the market for agricultural machinery in the project engineering

Providetion APC involves, on the one hand, operators

offersher, the other - the operators demand. In between acts infrastructure component that generates functional demand and prices offersher, physically and includes trading, warehousing, brokerage and other structures that are created independently or are funded by manufacturers or buyers of technology. These structures appear in the arena of interaction, contact operators of both parties in a specially constructed and equipped areas for the purpose of purchase salein goods. Strategic infrastructure function is to create a full competitive environment, in fact - in constant provision of sale of goods.

This general scheme of market formation (Fig. 1) is surrounded by an environment that is a complex phenomenon and economic rethis provides adjustment of supply and demand of goods and saturation

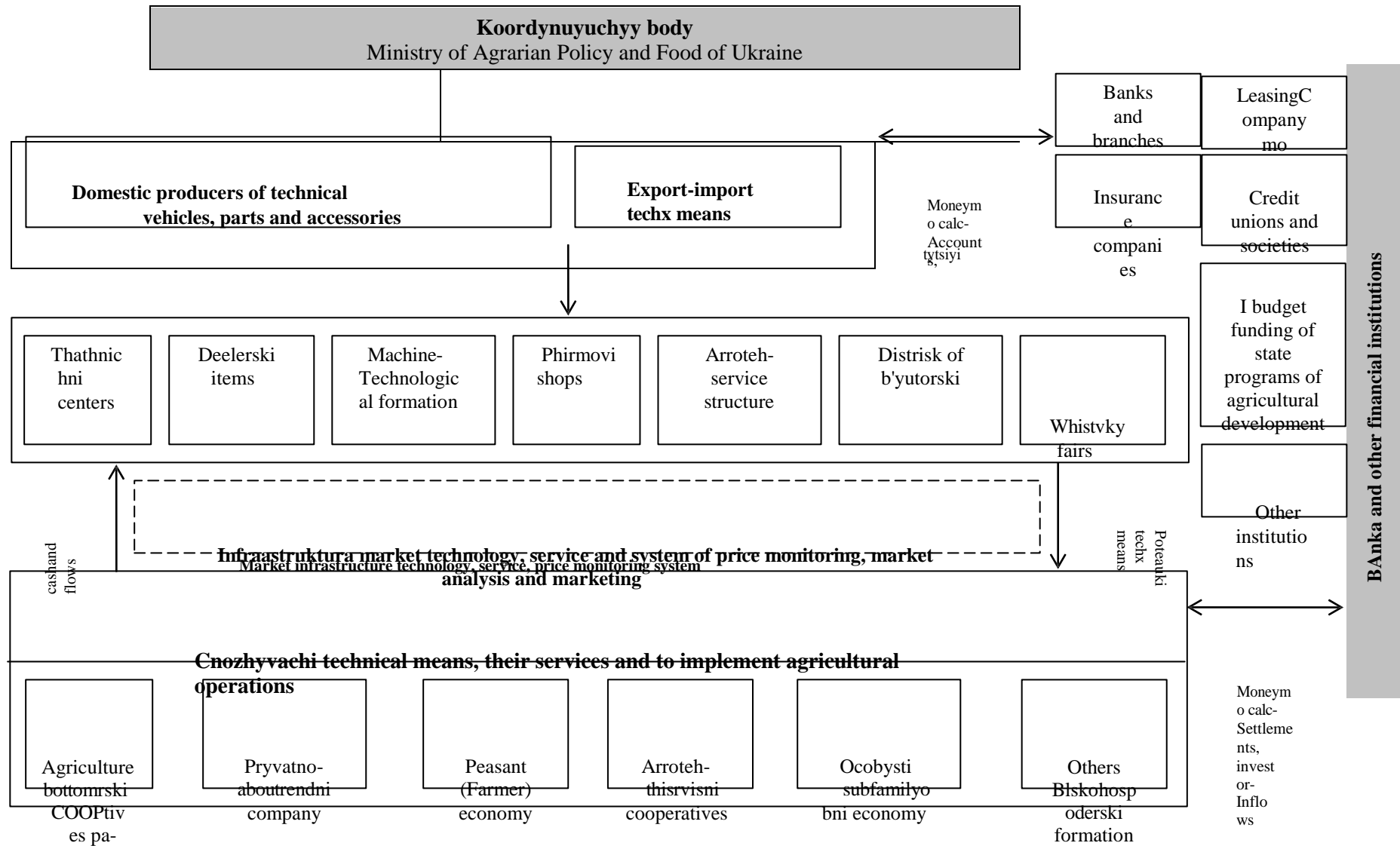


Fig. 1. Scheme technical and technological Elm engineering support APC.

Uchasnykamy acquisition, determines the behavior of market counterparties. It creates coordination structure, advisory and information support operators. In today's market conditions, it is impossible to imagine without the legal and regulatory framework that generates and regulates the processes that take place there, and from state influence on the process of sale.

Participants market for agricultural machinery and technical service acts on the one hand, a set of companies that manufacture and sell machinery and equipment and service providers

Sectiono support them in working order, and the second - agricultural producers, buyers of technology and service. To those who manufacture include not only engineering factories and enterprises engaged in the production of certain types of technical equipment, spare parts, and relevant scientific research and design institutes,

konstruktorski and experimental research structures mashynno- test stations, supply and repair and servicing

Sectionidpryye

mstva.

Purchaserwe are the technology and services company and agricultural cooperatives, peasant (farmer) and private land owners, rental companies, machine and plant engineering, individual entrepreneurs, other agricultural units.

In world practice, responsibility for the serviceability of equipment, throughout the period of operation is to firmi- manufacturer. This principle is enshrined legislation that prohibit the sale of means without organizing their maintenance through a network of independent dealers enterprises. About 90% of manufacturers of agricultural machinery

World Act is the following principles [5]. In such a structure has only three links: manufacturer - dealer - the consumer.

The country has not lost very favorable conditions for the establishment and development of dealer network based ahrotehservisnyh

tand machine-technological enterprises where these agreements with manufacturers can provide trade facilities and their maintenance. They even have a qualified engineering and working staff, adequate physical infrastructure for service vehicles.

SomehowEnterprise and Agricultural Engineering beginning to laborDo create a network of branded service to expand markets and increase sales of tractors, agricultural machinery. For example, the dealer network of "HTZ" established in 16 regions of the Russian Federation, Kazakhstan - 2, Turkmenistan - 1. Implementation, sale preparation and repair of tractors in the domestic market are made through

prevoffices are JSC "HTZ" in 12 regions, and technical and commercial centers established in seven regions of Ukraine. Dystryb'yutorsko- dealer network of "Red Star" (c. Kirovograd) consists of 16 companies in Ukraine, 6 - in Russia, 1 - in Kazakhstan and Moldova. In addition, Machinery of "Red Star" exercise

56 regional offices enterprises in Ukraine and CIS countries. -Wide distribution network with dealers of "Hydrosila" (c. Kirovograd), OJSC "Vinnitsa Plant of Tractor Hydraulic", OJSC "Hmilnyksilmash" and others. OJSC "Kherson

combayny "provides warranty and post-warranty maintenance and repair of combine harvesters visiting brigades, and in the future, as the number of combine harvesters plans to establish a firm fixed service centers.

Andstitutionalism production of enterprises shows that high technical and economic parameters are precisely those enterprises more than 80% of its products sell through a dealer network.

Because of the manufacturer of means can not afford to have their own dealerships and service centers in all regions of Ukraine, they cooperate in the dealer and private institutions, expanding the boundaries of technology implementation produced by them. Thus, the production of "Kharkov Tractor Plant" sells 54 firms LLC "NVP Bilotserkiv MAZ" - 26 of "Red Star" - 15 of "Novograd Volyn" - 13 t. E. Proper centers now have only Ltd. " Ukrzapchastyna " - 32 branches and points of sale in 24 regions and JSC" Plant. Frunze "- 7.

Diyovym subject of the internal market technology for agriculture proved themselves permanent trade exhibition centers in the regions of Ukraine. They study the technology market, its conduct demonstration exercise presale, sale and transportation of machinery, maintenance and repair. In recent years established trade and exhibition centers on the basis of the OJSC "Odesasilmash", "Red Star", "Lvivahroremmashproekt." Work to create a center for OJSC "Kherson Combine".

Funktsionuvannya machinery market, technical and technological services without qualified market research ineffective. Marketing services companies have to manage the movement of goods and services from producer to consumer or user, identify and analyze the status and structure capacity market dynamics; plan and organize production, sales and financial activities of the company; implement pricing mechanisms; advertise their products.

Equally important for the formation and development of market inputs are monitored and provide consumers with comprehensive information on the range of technical tools, spare parts, technical and economic characteristics of cars, prices, addresses and phone manufacturers, dealers and other intermediaries conditions of purchase . In Ukraine full monitoring and database of market information generated by its results still does not. Agricultural producers of the range, specifications, price machines and other conditions of purchase learns from different random sources. Typically, the information is not complete, often contradictory and always difficult. In her search and refinement spent a lot of time and after that the consumer is not sure whether he overcharged when buying a car in a particular seller and satisfy his or her technical and economic parameters.

In theconsider, that the information system could be created in the Department of Engineering and Technology of the Ministry of Agrarian Policy of Ukraine. In order to improve the information technology component market would be appropriate to provide a service of agricultural engineering departments of regional state administrations and district administrations necessary computer hardware technology to perform the functions of monitoring equipment.

DA national agricultural areas create a market for used machinery is attractive mainly because of two factors. First, the organization of the market used equipment can be done in a short time, and, secondly, it does not need to attract large financial and material resources. Ukraine has already established objective precededyou to create market of second-hand equipment. But these processes have largely spontaneous. The lack of appropriate infrastructure (primarily coordinating component and necessary information to provide potential buyers and sellers) restricts the scope agreements usually local or regional level, which often leads to subjectivity in work and contributes to its transferable "in the shadow".

In a liberalized foreign relations, domestic rural producers have a good chance to enter the foreign secondary markets inputs. But despite the relatively favorable prospects, this work is accompanied by certain organizational difficulties. Chief among them is caused by a lack of credible data on operators, obsyahill offers the range and quality characteristics of used machinery and equipment due to insufficient development of information networks in businesses.

Only those who (for lack of personal experience) is a competent consultant or his staff with appropriate qualifications, can seriously expect to purchase inexpensive but workable technology abroad. But even abandon this idea at all - not worth it. There is an alternative, you can contact one of reputable dealers imported agricultural machinery in the region. Implementation branded machinery and equipment (often from different manufacturers) are their primary responsibilities. They also have the necessary experience processing transactions. Dealers and representatives of companies, on the one hand, agricultural producers are able to make offers attractive in terms of quality and price, and the other - to deprive consumers of technology troublesome formalities when purchasing cars abroad.

Recently, a proliferation of business travel representatives of Ukrainian agricultural and ahroservisnyh Sectionidpryyemstv to agencies leading manufacturers agricultural machinery in Europe. The main organizer of these tours is Closed Joint Stock Company "Center for business trips" with the assistance of the Ministry of Agriculture, Ministry of Industrial Policy, the Ukrainian Union of Industrialists and Entrepreneurs, corporations "Ukrahroprombirzha."

Prand purchase of agricultural equipment abroad very acute problem of service and ensure a high level of operability. In Ukraine now has been a significant expansion of the range of new machinery purchased one species that is the way of efficient organization of its maintenance, as imported parts are expensive. In addition, foreign manufacturers technique practiced by large-replacement units even for minor injuries. Along with the rising cost of repair often leads to tension the timing of their implementation, which is undesirable in periods of intense field work. In this situation, it is logical adjustment of production of parts and components in Ukraine.

One of the most difficult problems of used agricultural machinery market in Ukraine is the issue of pricing. What is required is determination of the "middle ground" that would satisfy both sellers whose interests lie in obtaining maximum income from the contract, and customers who seek secondhand car in good robotozdattional state at a reasonable price. Analysis of the experience of secondary markets for agricultural machinery Germany, France, UK, USA and Canada shows that prices secondhand equipment

they vary within 30-60% of the cost of new machinery appropriate modifications. It allows you to maintain a range of acceptable balance of interests both sellers and buyers.

Bazhlyvym ZakhoHome from oration tand  
Effectstionroscrolls secondary market for agricultural machinery in Ukraine should be the creation of national coordinating center with an extensive network of regional, provincial, district (inter-regional) branches. The main tasks of the center should be to aboutconduct market research and monitoring of technical equipment of agricultural enterprises in certain regions and in the country as a whole in order to identify and systematize needs in certain types of agricultural machinery; development of schemes and paying commission machinery and equipment with leading Ukrainian banks and financial groups; Search suggestions agricultural desired abroad; support domestic producers when making purchases abroad, training and maintenance contracts and so on. Regional (inter) Branch advisable to create based on technical repairs and enterprises with the work on the pre- and after-sales service, attracting professionals for expert assessments and market research can serve as the permanent exhibitions and sales of used agricultural machinery. Funding of the focal point and its branches must be due to the cost allowances fee contracts, the amount of which will be conditional upon the number and content of basic and additional services provided to customers. The effectiveness of the center (and especially its field offices) should be measured by volume and total value of contracts concluded for the period (month, quarter, year).

The purchase price is partly worn tractor or other machine or znaryaddyato Categoriesandfoot toanddnovlennya robotozdatnosti and  
Reactivation agricultural producer must consider the future costs of recovery.

Average unit costs for the purchase and maintenance of vehicles in accordance to the recovery and rehabilitation period after determining dividing the sum of the book value of the share attributable to in time between pre- and pislyavidnovnyy periods and the cost of repairs and maintenance for the same period in operating time or resources (in aboutdynytsyah measurement).

Gamenychnu acquisition cost of the restored machine that is beneficial consumer (use value), defined as the product of unit costs for the purchase and maintenance of new machines and machine resource resumed the minimum cost of its maintenance.



Cf. ivnyannya unit costs for the purchase and maintenance of machines before and after restoration makes it possible to establish the feasibility of purchasing used equipment.

MeMrs. value above which the acquisition is unprofitable machines for the consumer - when the cost of reduced technical means will be higher than the value of the residual life.

Therefore, The secondary market of agricultural machinery does not have to be a leading formula implementing technical policy in the agricultural sector, but it is important to address the issue of technical support certain categories of agricultural producers and allows you to:

- Collectionilshyty offer technology to market demand and provide consumers who do not have sufficient funds to purchase expensive new equipment;
- racionalizuvaty dispersal technology between different actors ownership and management in rural areas, between regions, naturalnoklimatychnymy zones;
- toilsh efficient use of parts, components and assemblies of decommissioned machinery, suitable for restoration techniques;
- byminyty own technique involving the use of technical onservices for rent, collaboration, cooperation, etc.,
- byship repair capacity and ahrotehservisnyh enterprises.

### **Conclusions**

1. Barelyvnymy market operators of means is the producer and consumer. But the lack of direct communication between them because of the limited possibility manufacturers directly serve the sold products is an objective necessity of forming a market service infrastructure that provides delivery of machinery and equipment to the consumer, pre-sale and subsequent maintenance and so on.

The system should ideally consist of three parts: zavod-manufacturer - dealer - the consumer. The manufacturer realizuyuchy0 made car through a dealer is responsible for its technical condition during the entire period of operation.

2. The most realistic way of effective development and customer servicing activities associated with Ukraine revival on a new economic relations based manufacturers of agricultural machinery with former Agropostach units, agricultural machinery, specialized

Dmontno-tech enterprise which is still preserved, as well as an efficient machine-technological stations.

3. Unlimitedbear in create a monitoring and information data bank, which is concentrated to information of the manufacturer, the range of their products, their specifications, prices, sales, service and so on.

4. In Ukraine there were objective conditions for the formation of the market of second-hand equipment. But the lack of coordination and necessary component of information support of potential buyers and sellers limit the scope agreements are usually local or regional level.

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*In Article rassmotreny kontseptualnye Situation and raskryty yshodnye Data at funktsyonyrovanyy rynkov in engineering-technical developm Provision ahropromyshlennoho complex.*

***Project, Provision, ynzheneryya, market.***

*In paper the conceptual positions are reviewed and the input dates about function of markets at design of engineering-technical ensuring of agroindustrial complex are uncovered.*

***Design, ensuring, engineering, market.***

UDC 631,173

### **MMonitor SUPPORT OF AGRICULTURAL ENTERPRISES technique for fodder production**

***AV Novitsky, VA Straw, AV Straw, Ph.D.***

*In the article the monitoring of agricultural enterprises Kiev Region technique for feed.*

***TechNick, monitoring, mashyna, fodder production.***

**Resolutionska problem.** Situationstion developed in Ukraine due to inadequate technical support agricultural enterprises and a high level of moral and physical aging of large machinery and equipment, requires a serious approach to the implementation of public investment in the modernization of agricultural machinery fleet. Trending livestock development in the world, especially in countries such as USA, Canada, UK, France, Holland, Japan and others clearly shows that the main factor in solving the problem of providing the population with animal products is the intensification of livestock industries through the use of highly productive breeds of animals and birds with high genetic potential productivity, mechanization and automation of technological processes and operations, ensuring comfort physiologically maintenance, comprehensive solution for feed and food.

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