

Thus, development of Ukrainian agricultural sector will be provided through introduction of new technologies, development, application of new production methods, manufacturing new quality products, infrastructure development and expansion. It is possible only with close collaboration between state research institutions and agricultural producers to implement comprehensive innovation policy. Further improvement of financial mechanisms will ensure efficient functioning of agricultural enterprises, manufacturing application of scientific developments, an efficient innovation and investment development of agrarian formations.

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DIVERSIFICATION PROCESS AT THE UKRAINE CONFECTIONERY MARKET

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Abstract. Theoretical and methodological and organizational principles of diversification processes at enterprises of the confectionery market of Ukraine are considered in the article. The main competitive advantages that the company gets through diversification strategy are defined.

Keywords: confectionery industry, diversification of the range, vertical diversification, horizontal diversification.

Анотація. В статті розглянуто теоретико-методичні та організаційні засади розвитку диверсифікаційних процесів на підприємствах кондитерського ринку України. Визначено основні конкурентні переваги, які отримує підприємство шляхом проведення стратегії диверсифікації.

Ключові слова: кондитерська галузь, диверсифікація асортименту, вертикальна диверсифікація, горизонтальна диверсифікація.

Аннотация. В статье рассмотрены теоретико-методические и организационные основы развития диверсификационных процессов на предприятиях кондитерского рынка Украины. Определены основные конкурентные преимущества, которые получает предприятие путем проведения стратегии диверсификация.

Ключевые слова: кондитерская отрасль, диверсификация ассортимента, вертикальная диверсификация, горизонтальная диверсификация.

The manifestation of the crisis in the global economy as a whole and the economy of Ukraine in particular, cause the search for the effective mechanisms to ensure financial stability and competitiveness of enterprises, including the important element of diversification.

The diversification of activities allows to compensate falling sales in one market by increasing it to other markets. This diversified enterprise as a whole is more stable and competitive in comparison to highly specialized enterprises, as they enter new areas, expanding the range of products.

The effectiveness of its implementation depends on timely orientation on the types of goods and services that are in demand and there are either close to the level of competitiveness. The issue of the development strategy provides the development of methods of receiving, processing and presenting the information, which is related to the development of new technologies, products, markets and other areas and activities, as well as identifying patterns on determining the motivation of diversification as a strategy of the company.

The food industry is one of the most important components of the economy of any state. One of the significant features of business enterprises confectionery industry today is that there is a constant increasing competition. Because the confectionery market is in constant development, enterprises must dynamically decide evaluation strategy, not only in the future, but today, as well as to determine their degree of stability in this market.

The complexity of implementing diversification strategies in businesses of the confectionery industry lies on the one hand, in the fact that there isn't search engine of diversification and no methodical approach to assessing diversification, and on the other hand, there is no experience in business and personnel which is able to implement this strategy efficiently [1].

That's why researching aspects of diversification strategies of the confectionery industry is relevant, taking into account a number of factors that affect the current state of the confectionery industry.

The relevance development of the confectionery industry in Ukraine is related to the fact that confectionery is a group of food a wide range consumed almost all the population. Confectionery significantly differ in composition and consumer properties. They are a large part of the human's ration and have a stable demand, primarily due to the exquisite taste properties.

Today there is a number of problems faced by confectionery industry.

Currently, the competition, which intensified recently in the domestic confectionery market makes the industry look for new opportunities to improve the competitiveness of their products on the market, one of which is the diversification. There is a vertical diversification, the diversification of production, process and diversification of new markets [2].

For the confectionery industry, diversification of the range is primarily characterized. This diversification contributes to expanding the range of products that will enhance the competitive advantages of the company. The implementation of diversification, in turn, is due to investing in innovation companies — the development of new products for marketing campaigns, acquire new technologies.

For example, the corporation "Biscuit-Chocolate" which is one of Ukraine's largest producers of confectionery products, combines a number of companies that provide all the

basic technological stages of production, from the harvesting of raw materials to the production of finished products.

The implementation of diversification strategies the product range allows the corporation "Biscuit-Chocolate" provide a competitive advantage over time. Among them: roll brand; accurate market positioning; traditions of flour products in the segment of customer loyalty; the high interest of the workers — shareholders of the company; high quality products, increase varieties of flavoring products; the certificate ISO; experience in foreign markets. Thanks to diversify markets for the corporation "Biscuit-Chocolate" is a major exporter of confectionery products, supplying its products to 25 countries.

The perspective areas of diversification of domestic enterprises confectionery industry are vertical diversification options "up", that the absorption of producers of basic and auxiliary raw materials used in the production of various confectionery. Diversification through merger or acquisition producers of basic raw materials such as sugar, flour or cocoa beans, allows the confectionery company, first, to reduce production costs, and secondly, to ensure uninterrupted supply of basic raw materials, which will allow the company which is diversified to avoid losses caused by downtime of production [3].

As an example, the implementation strategy of vertical diversification can give input CJSC "Kharkiv Biscuit Factory" shareholding Pervuhinskoho sugar factory (24.91% stake). As a result, "Biscuit-Chocolate" a permanent supplier that provides enterprise quality and cheap raw materials.

"Biscuit-Chocolate" produces many flour products, so the need for high-quality flour is a priority. That is why "Biscuit-Chocolate" held vertical diversification and included in the sphere of management of "Krasnogradsky mlin", which has the equipment to monitor temperature, drying, cleaning and most of it "Biscuit-Chocolate" gets first grade wheat flour [3].

Along with the strategy of vertical diversification, namely the subjugation of companies that produce raw materials for confectionery corporation "Biscuit-Chocolate" also held a course on strategy to diversify markets.

The use of high quality raw materials, which "Biscuit-Chocolate" received as a result of successful vertical diversification, the installation of the equipment of the best companies in the world and the introduction of the latest technologies, improve product quality and diversification by holding horizontal diversification enables the corporation "Biscuit-Chocolate" to occupy a leading position at the confectionery market for a long time, and increase their profits.

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IMPROVEMENT OF STATE REGULATION OF SOCIO-ECONOMIC DEVELOPMENT AT THE REGIONAL LEVEL

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СОВЕРШЕНСТВОВАНИЕ ГОСУДАРСТВЕННОГО РЕГУЛИРОВАНИЯ СОЦИАЛЬНО-ЭКОНОМИЧЕСКОГО РАЗВИТИЯ НА РЕГИОНАЛЬНОМ УРОВНЕ

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Abstract. The author substantiates the system of forms and methods of regulation of socio-economic development at the regional level. The necessity of change in relation to targeted programs as instruments of regional management.

Keywords: Socio-economic development, government regulation, region.

Аннотация. Автор обоснованы система форм и методов регулирования социально-экономического развития на уровне региона. Доказана необходимость изменения отношения к целевым программам как инструментам регионального управления.

Ключевые слова: Социально-экономическое развитие, государственное регулирование, регион.

Региональный уровень государственного регулирования — вопрос не менее сложный, чем государственное регулирование на национальном уровне. Между тем, и зарубежный, и отечественный опыт говорят о том, что регулирование со стороны территориальных органов, региональная экономическая политика часто дают больший эффект, чем централизованное воздействие [1, с. 132]. Наиболее удачным вариантом признается сочетание централизованного и регионального воздействия на хозяйствующие субъекты. При этом централизованное воздействие играет