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## **Management of Agricultural Enterprise Development**

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**Анотація:** *It was analyzed that strategic management of an agricultural enterprise - is a complex process of formation, implementation and adjustment of long-term goals, which includes analysis of internal and external environment, development of strategies, resource management, evaluation of results and risk management.*

*It has been studied that specific factors of the agricultural sector, such as natural conditions, seasonality, government regulation and limited resources, require adaptive strategies and socially responsible investments.*

**Ключові слова:** *management, strategic management, agricultural enterprises, mechanism of strategic management, development of agricultural enterprises.*

Strategic management allows agricultural enterprises not only to adapt to modern conditions, but also to actively develop, ensuring competitiveness and stability in the market. The implementation of an effective strategic management mechanism will contribute to the optimal use of resources, innovative development and increase the profitability of enterprises.

In addition, in the current conditions of globalization and integration into world markets, agricultural enterprises are faced with the need for rapid adaptation to international standards and requirements. The implementation of an effective strategic management mechanism is becoming crucial to ensure long-term development, as it allows for risk anticipation, opportunity assessment and planning of growth strategies. This is particularly important for increasing the resilience of agricultural enterprises to external factors such as market price fluctuations, changes in legislation and environmental challenges.

A significant contribution to the study of the mechanism of strategic management of the development of an agricultural enterprise was made by domestic and foreign scientists, including Boltyanska N.I., Shokarev O.M., Bondarchuk N.V., Vasilieva L.M., Minkovska A.V., Vasylenko V.O., Tkachenko T.I., Velichko T.G., Goremykin V.A., Bogomolov O.A., Grechko A.V., Dzhumakeeva D.D., Zos-Kior M.V., Kalyuzhny S.O. and others.

To achieve long-term success, agricultural enterprises need instrumental and methodological support for decision-making in conditions of incomplete information about future performance indicators. The modern business environment requires active strategies for managing market development and the use of strategic management mechanisms. Special attention should be paid to strategic analysis of available resources and search for new opportunities for development of the enterprise.

The assessment of the strategic level of development should be comprehensive, including systematization of the results of economic analysis of all components. This process is organized sequentially, with an assessment of qualitative and quantitative characteristics, allowing to determine the effectiveness of management and achievement of goals. To assess the strategic potential of the enterprise, we propose the use of an integral indicator based on a systematic approach, where the enterprise is considered as a dynamic system of resources.

The assessment of strategic potential is based on a concept that takes into account the specifics of the company's activities, its position on the market and the state of the external environment. This includes formation of the structure of strategic potential, diagnosis of its current state and forecasting trends of structural changes. The process of strategic potential formation is an integral part of strategic management and ensures successful achievement of the company's goals through optimal organization of resources and competencies.

In the process of developing directions for improving the mechanism of strategic management of agricultural enterprise development, a methodological approach to monitoring the strategic level of agricultural enterprise development was considered, and the main stages and aspects of strategic management of agricultural enterprise development were improved.

The assessment of the results of the agricultural enterprise's performance is an important element for determining its management efficiency and attracting investments. The use of an integral indicator of strategic potential allows to generalize the assessment of all key elements of the enterprise, including financial, marketing, labor, production, innovation, competitive and target potential. Strategic development of an agricultural enterprise is based on the ability to establish effective links between internal subsystems and the external environment. This approach strengthens its strategic potential, contributes to competitive advantages and supports long-term market leadership.

In today's unstable business environment, active management strategies and the application of strategic management tools based on a comprehensive analysis of resources and the identification of new development opportunities are essential. For

this purpose, it is advisable to use a sequential methodology for assessing strategic potential, which includes qualitative and quantitative indicators of management effectiveness.

The developed methodology of strategic potential assessment includes the use of a scoring system, which allows for quantitative evaluation of each component of the company's development. It takes into account the level of development of the components on a five-point scale, which increases the accuracy and objectivity of the assessment.

The integral indicator of strategic potential, calculated on a five-point evaluation scale (where the values are distributed as follows: 1 point - the component has a low degree of development; 2 points - the component has a moderate (low) degree of development; 3 points - the component has a medium degree of development; 4 points - the component has a significant (good) degree of development; 5 points - the component has a significant (excellent) degree of development) allows to make a comprehensive assessment of the enterprise's potential, taking into account the weighting coefficients for each component, reflecting their degree of influence on strategic development. This makes it possible to formulate recommendations for further strategy development and optimization of the farm's resource management.

The current challenges of the agricultural sector, including globalization, climate change, technological progress and increasing competition, require enterprises to adopt improved approaches to strategic management. Developing adaptive strategies based on a comprehensive analysis of the internal and external environment, as well as effective risk and resource management, enables agribusinesses to increase their competitiveness and ensure sustainable development. Improving key management steps such as mission setting, strategy development, control, and adaptation contributes to an effective response to market changes and sets the stage for long-term sustainability.

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