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OPTION OF DEVELOPMENT STRATEGIES OF FOOD INDUSTRY ENTERPRISES

Food industry enterprises are mainly specialized in the production of foodstuffs and fodder for cattle-breeding.

In Rivne region out of 84 operating enterprises the biggest ones are private joint stock company «Dubnomilk», Community with limited responsibility «Company», «Zeus», Company specialized in meat and sausage production, Community with limited responsibility «Radivylivmilk» and «Nyva» specialized in sugar production, joint stock company «Rivne Flour».

The main fault in the work of food enterprises is the fact that they don't have local constructions of preliminary purification and throw out aggressive flows down in the municipal purification structures which don't provide their qualitative purification.

The part of food industry enterprises in the region takes only 20-22 per cent of the industrial production realization.

It's quite possible to improve the operation of these enterprises by the method of working out strategies of their sustained development.

The process of working out the strategy of the enterprise sustained development can be realized after the following stages: realization of SWOT-analyses of their own strong and weak sides, inward resources and threats of further development; determination of priority directions of the enterprise activity (it includes working out strategic vision and decisions concerning the mission); realization of alternative strategic aims, direction and tasks of the enterprise activity; realization of estimation of many alternative versions of development strategies; making more precise the contents of the strategy and realization of key-indicators option to estimate the efficiency of the implemented operation [1].

It's worth pointing out that when choosing the strategic aim of the enterprise to achieve the state of sustained development it gets possible only under the reduction of technogene uploading on the environment, elimination of the effects of environmental pollution and application of ecologically favourable technologies.

Out of possible alternative strategies of sustained development of food industry enterprises the most important are the following: planned before strategy based on the accurate intentions, having been formulated and enounced by the authorities of the enterprise; enterprising strategy, where intentions and purposes exist as personal vision of the only leader, due to this the enterprise adapts to new

opportunities. The activity of the enterprise is under control of the leader and is protected in its own surrounding; imposed strategy, when outward surrounding dictates certain actions directly or mediatedly, creating limits of option for the enterprise. These strategies are spontaneous but under certain peculiarities of the development of the country's economics they can be thought over and co-ordinated beforehand; prospective strategy, under which the perspective is determined inside the enterprise, using SWOT-analyses made by the collective body. This strategy includes not only chosen position but the way to achieve success.

Simultaneously the authorities provide chances for other subsections to formulate and realize their own strategy. Strategies concerning the processes are planned in most cases before but as for their contents they are thought over improvisation. Thus, food industry enterprises, depending on the state of economics, social and ecological spheres of activity should choose such strategies of development which can give them competitive advantages.

LITERATURE

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