

Fedorchuk O.M., *PhD in Economics,*
Associate Professor of the Department of Management
of foreign economic activity of enterprises
National Aviation University, Kyiv

FORMATION OF A STRATEGY FOR THE COMPETITIVENESS INFRASTRUCTURE OF AGRICULTURAL ENTERPRISES IN UKRAINE IN THE POST-WAR PERIOD

The transformational changes in the economic, social, and environmental spheres that are currently taking place in Ukraine are aimed at the functioning of a living market economic system, which at the present stage of development is characterized by the dynamism of the external environment, a sharp decline in the solvency of the existing population, intensification of competition, increased commercial risk, difficult financial condition of most agricultural enterprises, changes in the content of organizational, managerial, socio-economic relations, which in turn

Satisfying the interests of producers and consumers helps to maximize profits through the production of safe and high-quality agricultural products and to achieve competitive advantages of agricultural enterprises. These conditions become the basis for determining the strategy and tactics of competitive behavior of agricultural enterprises: creative, adaptive, ensuring.

Developing a competitiveness strategy involves identifying the main competitors and studying their strengths and weaknesses. Evaluation of the formation of the competitiveness management system of the infrastructure of agricultural enterprises, together with monitoring of external and internal factors of influence on the resource potential, helps to determine the impact of external and internal factors on the chosen strategy.

The strategy of forming the competitiveness of the infrastructure of agricultural enterprises was previously considered as a system of influence of economic, social and environmental components on the efficient production of high-quality environmentally friendly agricultural products in order to ensure profitable operations and a sustainable competitive position in the market, but today we must add to these components the political and defense components.

The strategy of competitiveness of agricultural enterprises is a priority vector and indicator of the system of management of agricultural enterprises, which ensures the fulfillment of economic development tasks in a changing environment. Ensuring the development of business entities requires improving the system of enterprise competitiveness management in order to ensure the most efficient distribution and use of

production capacities and their orientation to meet the potential requirements of consumers for competitive products.

There is a direct link between the degree of adaptation of the infrastructure of agricultural enterprises and their competitiveness, which contributes to their effective adaptation to the changing environment and conditions of globalization, and vice versa, the development of globalization processes allows them to maintain a competitive level. Effective strategic management of the enterprise leads to maximization of the positive effect of management.

The strategy of competitiveness of agricultural enterprises in the context of sustainable development is aimed at using competitive advantages, which are provided through

- use of modern technologies, which are revealed in the search for profitable channels of transportation and sale of agricultural products and improvement of product quality standards;
- monitoring changes in producers and consumers by identifying trends in the cost of key inputs, maintaining relationships with research centers and creative groups, and studying new competitors;
- servicing international and multinational customers in the domestic market;
- Improving mutual exchange with customers, suppliers, and intermediaries.

According to the surveys, 25% of business managers are theoretically ready to compete in the domestic market, and 7% in the global market. Practical attempts were no more than 45% effective. The main reasons for the failures were the lack of prompt response to changes in the "rules of the game" in the market and the failure to anticipate the risk of losing business in this market.

We believe that the post-war period of economic relations is a prerequisite for the formation of infrastructure development strategies and their corresponding adjustments. One of the aspects of choosing a strategy and justifying the directions and program of its implementation is the effective use of the impact of individual factors on the competitiveness of agricultural enterprises. Strategy as a tool of a comprehensive model, as a process, actually forms principles and rules, and as a result is a certain logic of enterprise behavior that determines the direction of development based on an alternative. The results of strategy implementation should be the achievement of high scientific and technical levels, increased production efficiency, and hence business efficiency, qualitatively better levels of resource saving and closer attention to environmental protection in the course of economic activity.

It is the strategy that is intended to solve problematic situations in the management of changes in the postwar period. In this status, the strategy for increasing the competitiveness of the agricultural sector infrastructure is characterized by such features as the interconnection and interaction of all system components; integrity, coherence and

synchronization in time; coherence with the mission and goals of the organization; adaptability, flexibility to environmental changes; autonomy of elements; multidimensionality; updating in accordance with environmental changes.

The development of a strategy for managing the formation of competitiveness of the infrastructure of agricultural enterprises in Ukraine in the postwar period is intended to promote the comprehensive development of agricultural enterprises and bring them to a higher level of management, making the most of their own capabilities and resources on the basis of establishing a sound program of activities in combination with the adoption of the best practices of the best enterprises in this sector.

Girchenko Tetiana

Professor of Financial Technologies and Consulting Department

Ivan Franko National University of Lviv

Lyshylenko Julia

National Aviation University

BRAND REPUTATION AS ONE OF THE ELEMENTS OF THE BRAND STRATEGY

Abstract. The brand reputation plays an important role in the activities of companies, because it is one of the most important elements of the brand strategy. In view of the above, as an element of a brand strategy, it must be carefully planned, brand reputation and controlled. The ongoing competition for each consumer in the market drives companies to integrate marketing tools, where the brand strategy is taking a special place. In an age of digital any company requires interconnected communications that are constantly evolving to meet the changing external and internal environment. Thus, brand reputation plays an important stage in the brand strategy.

Keywords: brand, marketing, reputation, image, management, strategy, competition.

Formulation of the problem: The success and recognition of a brand depends on its promotion. The methods used for this can be both material (advertising, social networks) and immaterial (reputation, recognition). It should be noted that a bad reputation could also be a method of promotion. In this case, the consequences are unpredictable. Therefore, work on a good reputation should be constant and continuous.

The purpose of the research: to analyze how brand's strategy affects brand promotion, how good reputation helps to attract new customers, to increase sales efficiency.