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IMPLEMENTATION OF STRATEGIC MANAGEMENT PRINCIPLES IN THE AGRICULTURAL SECTOR

Implementation of the principles of strategic management in agriculture requires an integrated approach and active involvement of all levels of enterprise management. This requires a detailed analysis of the current state of the enterprise, identification of strengths and weaknesses, as well as opportunities and threats from the external environment. The main task is to integrate marketing, financial and operational strategies, taking into account global and local changes.

Thus, the basic principles of strategic management in the agricultural sector are the basis for the development of agricultural enterprises, allowing them not only to survive in a competitive environment, but also to ensure sustainable development and high results in the long term.

For the effective implementation of the principles of strategic management of agricultural enterprises, it is necessary to take into account the specifics of the agricultural sector, which has its own dynamics and challenges. Agriculture is highly dependent on natural conditions, which determines the need for careful planning and adaptation to external changes, such as climatic conditions or global economic fluctuations. In this context, the principle of flexibility and targeting of strategic management becomes extremely important for agricultural enterprises, as the ability to respond quickly to changes in the environment determines their competitiveness and financial stability.

One of the key areas for strategic management of an agricultural enterprise is the integration of modern technologies into all stages of the production cycle. From applying innovations in soil cultivation to using digital technologies to monitor and control processes. This not only increases productivity, but also reduces resource costs, ensuring efficient use of land and water, which in turn helps to reduce the environmental footprint. Investments in automation and digitalization help to reduce the impact of human error, increasing accuracy and reducing operating costs.

Equally important is the company's social responsibility, which should be part of strategic management. Modern consumers pay attention to business ethics, its attitude to the environment, and compliance with labor rights and social standards. In the context of agricultural business, this may include, among other things, supporting local communities, ensuring transparent working conditions for farmers and workers, and implementing environmentally friendly production methods. Companies that are actively engaged in social responsibility enjoy greater trust from consumers and partners, which in turn increases their competitiveness.

Given that agriculture is a highly seasonal industry, strategic management should include careful risk management planning. Enterprises should have effective mechanisms in place to minimize risks associated with fluctuations in commodity

prices, seasonal changes in demand, and natural disasters such as droughts or floods. The use of insurance, diversification of activities, and the application of weather forecasting technologies can reduce risk and ensure financial stability in difficult periods.

Undoubtedly, many elements of the wide arsenal of traditional and new marketing elements, especially non-commercial and industrial marketing, can be successfully applied in agricultural marketing. As a concept of market strategic management, agrarian marketing requires compliance with the following principles (Fig. 1):

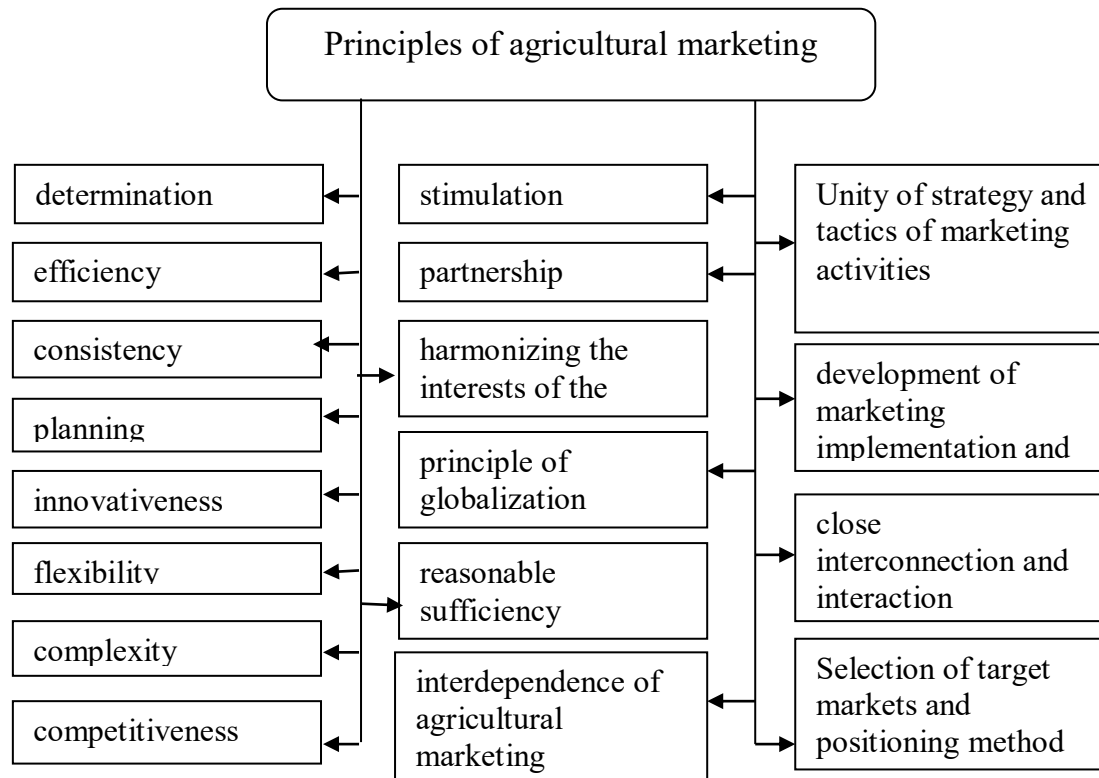


Figure 1. Principles of regional marketing

In addition, logistics management is an important part of the strategic development of agricultural enterprises, as efficient transportation and storage of products has a significant impact on their final value and competitiveness. Agricultural enterprises must have a clear supply and sales management, use optimal transportation routes, and take care to maintain product quality at all stages of the logistics process.

Internationalization of agricultural business also plays an important role in strategic management. Agricultural enterprises should not only focus on the domestic market but also actively seek opportunities to enter international markets. To do this, they need to adapt their products to the requirements of other countries, take into account the specifics of external demand, and minimize trade barriers through the use of modern logistics and marketing technologies. This includes not only increasing export opportunities, but also concluding profitable deals with international partners and developing the brand.

In turn, supporting and developing human resources is an important aspect of strategic management. In the context of technological changes, it is important for agricultural enterprises to ensure a high level of staff qualification, promote their motivation and development, which will allow the company to effectively use the latest technologies, operate at a high level of organization and customer service.

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**КАФЕДРА МАРКЕТИНГУ ТА МІЖНАРОДНОЇ
ТОРГІВЛІ**

МАРКЕТИНГ ТА ЛОГІСТИКА В АГРОБІЗНЕСІ

ЗБІРНИК ТЕЗ ДОПОВІДЕЙ

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