Research Article

Strategy for Reform of Material and Technical Support Agricultural Companies in Ukraine

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Abstract

In this article the main solutions to strategic problems concerning reforming the system of material and technical support of agricultural enterprises in Ukraine in market conditions, methods of analysis of market research in the creation of new agricultural machinery.

Keywords: Competition, Cost, Innovation, Market management, Machinery, Marketing, Production, Technology, Strategy

Introduction

In recent years, competitive market there is a need in the development of marketing, management and innovation and uses it in scientific research. Addressing these issues will speed up the implementation of newly established and improved competitive technologies that significantly improve the structure and quality of production, and properly planned marketing strategy will reduce costs, expand sales and that the potential range of consumers.

In recent years, scientists the agricultural sector was developed:

Methods of analysis of market research in the creation of new agricultural machinery. Established database of patent information (32000 items of agricultural machinery) to develop innovative products forecasts for the medium term (15 years). Users can be agricultural specialists, farmers, employees of units of market research and others.

Farm price (1,000 titles) for the use of domestic and imported machinery, which resulted in prices for the use of the basic types and agricultural machinery in UAH per hour and USD per hour.

Economic relations between farmers and technical infrastructure through farm prices or rates for rental machinery. They are defined as the sum of costs corresponding units per unit of time or use of agricultural machinery.

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Another important factor in pricing is functioning secondary market. Purchase price of second-hand machinery for further exploitation of agricultural producers shall not exceed the residual value except in cases where the technical condition of the machine allows you to implement it at a higher price without increasing the unit cost of work, or if such a purchase due to economic expediency because of the insecurity of the means to implementation processes of production.

As a result of the privatization of agricultural land, industrial property and transforming economic relations in agribusiness market conditions, the formation of new agrarian structure of various forms of ownership and management.

Economic condition of the state does not allow tangible and immediate to help new farmers in updating machines and tractor fleet. During the 90's the number of mechanization in the rural areas has decreased in 2, 5-3 times and the wear rate has reached 80-90%. Reduction of quantitative structure of means of mechanization, reducing the level of their technical readiness has resulted in an increase of 1.5-2.5 times the load on the tractors, harvesters and other machines.

The way out of the crisis is the introduction of cooperative relations on the use of machinery and maintenance of machinery between the agricultural enterprises and establishment of commercial native groups inter type.

With the aim of creating evidence-based support of the organization and functioning of the inter-farm machinery groups, the laboratory for scientific studies of intellectual property and marketing of innovations was issued a number of recommendations: "Cooperative use of agricultural machinery", "Agricultural equipment on a joint basis". Where it is determined that the cooperation, as the process of pooling funds, logistical and human resources and as a form of cooperation on a contractual and mutually beneficial basis, creates a real opportunity for agricultural producers in modern conditions effectively use high-performance equipment and the latest technology.

The recommendations present the most effective forms of cooperation of farms using machines:

- Informal groups of farmers sharing machinery
- Machinery and technological cooperatives
- The machinery of the partnership for the joint use of technology, which merged the land

Machinery and technological cooperatives created on voluntary basis are small, compact in terms of geographical groups of agricultural producers exclusively for their own service machines (the Law of Ukraine "On agricultural cooperation").

Recommendations the classification of the main characteristics of cooperative forms of service of machinery of domestic agricultural producers.

Implementation of the developed recommendations will allow for a 30-35% reduction in the costs of mechanized operations by 20-25% reduce the need for capital investments on the formation of technical base of farms.

Conclusions

Economic depression in the domestic agricultural production has affected the engineering service of the village. Simplified structural and quantitative composition of the service functions of specialists; systems engineering and technical management at the district level have lost touch with the restructured agricultural enterprises that led to the fall in the coefficient of technical readiness of machinery to 0.55-0.60.

To address these problems, recommendations were developed "Engineering for rural areas", which would contribute to the successful operation of all forms of ownership and land use regime of economy in the use of existing technical capacity, increase production of agricultural products.

Studies classified the functions of and work performed by the specialists in the use and maintenance of equipment, in order to highlight their main features is determined by the combination of the engineering and technical functions in small farms. With the help of statistical analysis the method of determining the structure and headcount of engineering and technical services from a number of operational and economic factors.

For large farms it is recommended that the service, which is based on the territorial governance structure. Under this system, equipment and means of maintenance are assigned to multidisciplinary departments and are in the industrial and administrative supervision of the heads of the departments. For medium farms with the compact

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location of the acreage recommended the engineering and technical service, which is based on the sectoral structure of governance, where the engineering and technical service united to the Department of mechanization and electrification. The head of Department responsible for the technical condition of machinery and tractor fleet of the farm and productive activities of Department.

The introduction of the basic principles on engineering support will allow increasing the technical readiness coefficient of mechanization to 0.85-0.9 and the performance of the machinery at 19-22%.

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