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STRATEGIES OF AGRICULTURAL ENTERPRISES DEVELOPMENT WITH FOREIGN INVESTMENTS

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Abstract. *The article analyzes the existing approaches to the development of a strategy for the development of agrarian enterprises with foreign investments. The classification and systematization of investment strategies, their orientation and sectoral activity are shown, which allows them to achieve and use the synergy effect. The advantages and disadvantages of investing agricultural enterprises in Ukraine with the help of SWOT-analysis are considered.*

Keywords: *development strategies, sectoral strategies, growth strategies, agricultural enterprises with foreign investments.*

Creation of enterprises with foreign investments in the agrarian sector of the country contributes to: development of agrarian enterprises; improving the quality of human capital; creating new jobs; attraction of advanced technologies and stimulation of their distribution in related industries. Therefore, there is currently a growing competition for attracting foreign investment, which in turn challenges the national government to develop and implement comprehensive measures of economic and agrarian policy aimed at increasing the country's attractiveness for foreign direct investment in domestic agricultural enterprises.

In the structure of investment strategies of agrarian enterprises with foreign investments, two main aspects can be distinguished: global and national. In the conditions of the globalization of the agrarian economy, the objects of capitalization of such enterprises are national economies not only of developed countries, but also of countries with a transition economy and third world. Therefore, the most important element of the development of investment strategies is their adaptation or adaptation to the conditions of emerging markets. Most agrarian enterprises with foreign investments adapt their investment and production activities to regional and national peculiarities.

At the same time, the sectoral orientation of investments is the subject of continuous monitoring of managers of agrarian enterprises with foreign capital. Activity within a few industries allows them to achieve and use the synergy effect. In order to

achieve such an effect in the process of diversification of branch activities, it is advisable to choose three of the following strategies:

1. Analuse concentration, which involves the development of production within a single industry. At the same time there is a high level of risk. As a rule, this strategy is applied at the first three stages of the life cycle of a joint agrarian enterprise. Its main advantage is the ability to achieve high quality products, but there is a threat of over-saturation of the market.

2. The sectoral diversification strategy in the adjacent industries has a high degree of flexibility and involves minimizing risks. The joint venture gets the opportunity to diversify the product portfolio and forms strategic business areas. To ensure this strategy it is necessary to increase the efficiency of marketing, production and marketing activities on the basis of comprehensive monitoring of the agrarian market and its dynamics.

3. The sector diversification strategy within non-related industries is chosen when traditional industries restrain the pace of future development. This strategy provides new development opportunities.

Consequently, the process of foreign investment in agricultural production should not take place spontaneously. It requires a well-developed strategy to attract foreign direct investment, which includes a variety of management methods (regulatory, administrative, economic, social, psychological). With the definition of the objectives of attracting foreign investment, it is necessary to choose the appropriate (appropriate) type of investment strategy.

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