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## LOGISTIC FUNDAMENTALS OF ASSURING COMPETITIVENESS OF AGRICULTURAL COMPANIES

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**Annotation.** *The article analyzes theoretical aspects of agricultural logistics. The factors and components of competitiveness are considered. Logistics is allocated as a separate component of the competitiveness of agricultural companies. The logistic's influence on the competitiveness of the agricultural company by levels, objects and criteria is determined. The requirements for implementation of logistic aspects are proposed observance of which will promote increase of efficiency of agricultural company's activity and, as a consequence, its competitiveness.*

**Key words:** *logistics, competitiveness, management, agricultural company, agro-logistics, logistic service, efficiency.*

In the article the theoretical aspects of agricultural logistics are researched. It is determined that agrology is a scientific and practical direction aimed to increase the efficiency of the enterprises of agro-industrial complex due to optimization of logistics costs as a separate enterprise, associations of enterprises and agro-industrial complex as a whole. The main argument that necessitate the development of agricultural logistics in Ukraine is the fact that Ukraine occupies a leading place in the grain market markets and the market of oil and fat crops in the world and Europe and there is an untapped potential of fertile soils.

The specificity of agricultural production in Ukraine has made it possible to identify the main system characteristics of agricultural logistics, as well as a number of negative aspects of logistics management that restrain agribusinesses.

The authors synthesized the components and factors of competitiveness, which made it possible to get a deeper understanding of its essence and show the presence of the characteristic features of logistics in them. That is why logistics is defined as a separate component of the competitiveness of the enterprise of agriculture.

Significant advantages of competitive logistics are based on the research by British scientists who argue that in the structure of the cost of production, about 70% is the costs associated with storage,

transportation and other operations for the transfer of inventory. Therefore, it is in the field of logistics that there are the largest reserves for improving the competitive position of the agricultural enterprise.

The authors defined the logistic impact on the competitiveness of the agricultural enterprise by levels (operational, tactical, strategic), objects (product competitiveness, general state of the enterprise, investment attractiveness) and criteria (the indicator of competitiveness of products, a complex indicator of the state of the enterprise, the growth of the value of the enterprise).

The requirements for the implementation of the principles of logistics, the observance of which will help increase the efficiency of the agricultural enterprise and, as a consequence, its competitiveness:

- support logistics communication with the corporate strategy;
- improvement of the organization of movement of material flows;
- receipt of necessary information and modern technology of its processing;
- effective management of labor resources plays a decisive role in establishing a mechanism for managing material flows;
- establishing close relationships with partners in the area of strategy development;
- accounting for profits from logistics in the system of financial indicators;

- determination of the optimal level of logistics service in order to increase profitability;
- careful development of logistics operations.

Thus, the implementation by domestic agricultural enterprises of these requirements will guaran-

tee the interconnection of logistics with marketing and production, it won't ensure only high-quality logistics operations, but also the creation of efficient, low cost services for customers and also it will contribute to increased profits and, as a result, increased competitiveness enterprises.

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