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## INNOVATIVE STRATEGY FOR DEVELOPMENT OF AGRICULTURAL ENTERPRISES

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**Abstract.** *The innovation strategy of agricultural enterprises is aimed at finding and implementing innovative projects that will ensure stable and profitable development of the business entity in the long run. The choice of the strangest innovation strategy depends on the basic strategy of the enterprise, its current state and competitive environment, on the combination of internal and external conditions. The article notes that a new stage of agricultural development has begun in Ukraine, which is characterized by an increase in the use of innovative technologies. It has been established that innovative platforms operating in the field of big data such as: BAYER BUSINESS PLUS, AGRIANALYTICA, SAATBAU PROFIT MANAGER, etc. are effective for farmers.*

**Keywords:** *innovations, strategy, agricultural enterprises, innovation platforms, economic effect.*

In Ukraine, many agricultural enterprises do not sufficiently use the tools of innovation management to strengthen their competitive potential. Innovative development is an effective tool for solving problems of increasing the competitiveness of agricultural enterprises and is one of the key areas of strategic and tactical management of the enterprise.

The main strategy of innovative development of agricultural enterprises should be the strategy of globalization, which consists of several strategic components with mandatory environmental, technological components and business planning strategy for innovative development. The main directions of the strategy of innovative regional development are: target market, position and range of

agricultural products, pricing, advertising, promotion of processing and marketing, etc.

The main goal of the state innovation policy is to create socio-economic, organizational and legal conditions for effective reproduction, development and use of scientific and technical potential of the country, ensuring the introduction of modern environmentally friendly, safe, energy and resource-saving technologies, production and sale of new competitive products. The innovation strategy for the development of agricultural enterprises provides a systematic approach to the development of innovations. The choice of the most effective innovation strategy depends on the basic strategy of the enterprise, its current state

and competitive environment, on the combination of internal and external conditions.

There are three strategic areas of resource and technological renewal of the agricultural sector: the creation and application of technologies and bioresources that help reduce the cost of production; development and implementation of technologies and bioresources that make it possible to significantly improve the quality of food and agricultural raw materials; creation and use of technolo-

gies and basic biological means of production that ensure the production of environmentally friendly food and ecological agricultural activities, processing of its products.

The strategy of innovative development of agricultural enterprises should be provided with an improved legal and methodological base and investment funds to select the best option for innovation, implementation in the enterprise, stability and intensive type of development of these entities.

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