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РОЗДІЛ 8

**ЕКОНОМІЧНІ ПРОБЛЕМИ ІННОВАЦІЙНО-
ІНВЕСТИЦІЙНОГО РОЗВИТКУ ПІДПРИЄМСТВ
ХАРЧОВОЇ ТА ЗЕРНОПЕРЕРОБНОЇ ПРОМИСЛОВОСТІ**

ECONOMIC AND SOCIAL FEATURES OF DEVELOPMENT OF FOOD INDUSTRY ENTERPRISES

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Actuality of theme. In modern terms, when structural alteration of national economy goes to Ukraine and all its regions, industrial, agro-industrial and other productive and unproductive complexes, considerably the orientation of their activity increases on all-round and complete satisfaction of necessities of population in the commodities of folk consumption, in the first turn, in inexpensive food of high quality, priority value is to acquire the problem of development and functioning of food industry, its industries, subindustries and productions, efficiency of activity that determines efficiency of functioning of national economy, industrial and agro-industrial complexes of country and mainly its regions.

Development of food industry as totalities of enterprises, productions, subindustries and industries from the production of homogeneous after the economic setting goods, mainly the articles of consumption, it follows to examine, in essentially-meaningful content plan, as a process of the quantitative and quality converting into a production and taking to the consumer of foodstuffs that take place in a sentinel and spatial measuring on a world scale, scale of intergovernmental associations and unions, separate countries and their regions sent to the increase of production and consumption of food stuffs of high quality in accordance with scientifically reasonable physiology norms. Food industry of Ukraine includes for itself over 40 various industries of production : flour-grinding cereal, saccharine, spirit, brewing, bakery, pastry cook, milk, fish, starchy molasses, liquor, macaroni, meat, oily-fatty, vine making, canning, salt, vegetable and others like that.

Food industry of Ukraine counts over 22 thousand on that more than half a million of persons is busy enterprises for today. Specific gravity of food industry in a general industrial production volume in 2003 presented 18,93% this index she retains the second place after ferrous metallurgy. In the Vinnytsya, Volyn, Ternopil and Chernihiv areas industry makes basis of industrial production, occupying in his structure over 50% of specific weight of home foods at the internal food market attained 93,6%. The branch is able to provide internal requirements in food stuffs, has considerable export potential and positive balance of foreign trade. The volumes of foreign investments fold almost one third from general capital investments in the economy of Ukraine. During the last years industry is included in five of leaders that grow production volumes constantly.

Next to such positive changes in development of industry, as an increase of production of goods, increase of payments volumes in a budget, strengthening of positions of home products at the internal market and expansions of external commodity turnover, present also negative tendencies, that show up in a decline in the production of separate types of products, worsening of financial indexes and structure of export. Principal reasons of negative tendencies are: insufficiency of financial means of enterprises, that does not allow to provide the proper renewal, reconstruction and modernization of inconvertible assets and inculcate the newest achievements of scientific and technical progress; insufficient use of potential of separate industries (saccharine, spirit, perfume and cosmetic, separate subindustries of local industry); reduction of consumer demand; imperfection of legislative and normatively-legal base; unfavorable state of affairs of foreign market; protectionism measures from the side of countries-importers, decline of branch science.

Processes that take place in food industry and its separate industries, from the point of view of organizationally-economic mechanism of their development are also ambiguous.

Presently, a public domain remained only in salt, spirit and vine making industries. The enterprises of other industries of food industry practically fully belong to the non-state patterns of ownership, that is why a management them differs in perceptibly. Next to state business concerns “Ukrsil”, “Ukrspirt”, “Ukrsadvinprom” function the branch forming created with participation of enterprises, such as associations as “Ukrtsukor”, “Ukroliya”, joint-stock companies of “Ukrtsukor”, “Ukroliya”. Depending on the put tasks and delegated functions these forming execute different, sometimes even diametrically opposite, functions. From the moment of liquidation of Ministry of food industry, to our opinion, the structure of management industry and her separate industries did not purchase clear lineation and that is why unable to a full degree to provide effective influence of the state on development of enterprises of food industry of all patterns of ownership and manage it within the limits of realization of public policy in relation to development of agro-food sphere and providing of food safety of country and its regions.

Coming from the important value of development of food industry in the economy and social growing of society, next aims must become the methodical vectors of development of conceptions, programs and strategies of increase of efficiency of production of food stuffs: achievement of maximally possible food self-sufficiency after the basic types of foodstuffs; providing of production of food is in a volume and assortment sufficient for a feed after scientifically reasonable norms; providing of accordance of quality food to the requirements of safety is for the man’s health; creation and support of supplies of basic food in case of emergency; creation of the developed export potential of the manufactured food goods of economic mechanism of food industry development in the conditions of functioning of market economy, that combines the mechanisms of open market with government control, will allow to promote efficiency of functioning of food industry in a region and will assist the increase of production of eventual high-quality food goods.

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ECONOMIC AND SOCIAL PECULIARITIES OF THE DEVELOPMENT OF FOOD INDUSTRY ENTERPRISES

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The actuality problem of the chosen topic is due to a large practical the importance of the activities and development of food businesses in Ukraine under the influence of different economical, political, technical factors of the present.

Recent political, social and economic actions linked to change in the theory and practice of the development of the economic market have led food industry professionals to recognize the importance and linkage between problem solving and decision-making skills for the development of food businesses, the development of a strategy and the planning of their activi-

**РОЗДІЛ 8 – ЕКОНОМІЧНІ ПРОБЛЕМИ ІННОВАЦІЙНО-ІНВЕСТИЦІЙНОГО
РОЗВИТКУ ПІДПРИЄМСТВ ХАРЧОВОЇ ТА ЗЕРНОПЕРЕРОБНОЇ
ПРОМИСЛОВОСТІ**

ECONOMIC AND SOCIAL FEATURES OF DEVELOPMENT OF FOOD INDUSTRY ENTERPRISES	
Krasavina A.V.	177
ECONOMIC AND SOCIAL PECULIARITIES OF THE DEVELOPMENT OF FOOD INDUSTRY ENTERPRISES	
Konstantynova T.	178
ДОСЛІДЖЕННЯ МЕТОДІВ ТА МЕХАНІЗМІВ ПІДВИЩЕННЯ КОНКУРЕНТОСПРОМОЖНОСТІ ПІДПРИЄМСТВ ГОТЕЛЬНО-РЕСТОРАННОГО БІЗНЕСУ	
Волинець О. О.	180
ПРОЕКТ ДОЦІЛЬНОСТІ УДОСКОНАЛЕННЯ ПРОГРАМНОГО ЗАБЕЗПЕЧЕННЯ ДЛЯ ОБЛІКУ ТА ОБРОБКИ ТЕХНІЧНОЇ ДОКУМЕНТАЦІЇ ДИСТАНЦІЇ СИГНАЛІЗАЦІЇ ТА ЗВ'ЯЗКУ	
Приходько А.В.	181
ДОСЛІДЖЕННЯ ПРОБЛЕМ РОЗРОБКИ ТА РЕАЛІЗАЦІЇ МАРКЕТИНГОВОЇ СТРАТЕГІЇ ПІДПРИЄМСТВАМИ ВИНОРОБНОЇ ГАЛУЗІ	
Осіпова А.В.	182
ТЕОРЕТИЧНІ ПІДХОДИ ЩОДО ПОНЯТТЯ ТА КЛАСИФІКАЦІЇ ДЕБІТОРСЬКОЇ ЗАБОРГОВАНOSTI	
Бамбуляк І.М.	184
ПРОБЛЕМИ ОЦІНКИ ТА ПІДВИЩЕННЯ МІЖНАРОДНОЇ КОНКУРЕНТОСПРОМОЖНОСТІ ПІДПРИЄМСТВ	
Серікова К.М.	187
МАРКЕТИНГОВІ ДОСЛІДЖЕННЯ НОВИХ НАПРЯМІВ РОЗВИТКУ ПІДПРИЄМСТВ КОНДИТЕРСЬКОЇ ПРОМИСЛОВОСТІ УКРАЇНИ	
Струц Є.М.	189
КОНТРАБАНДА ТВАРИН В УКРАЇНІ ТА СВІТІ	
Фасоля А.С.	191
СТАН РИНКУ СПОРТИВНОГО ХАРЧУВАННЯ В УКРАЇНІ І ЗА КОРДОНОМ	
Бузіян В.І.	193
ПРОБЛЕМНІ АСПЕКТИ ОБЛІКУ І КОНТРОЛЮ РУХУ МАТЕРІАЛЬНИХ ЗАПАСІВ НА ПІДПРИЄМСТВІ	
Маленко В.В.	195
ПЕРСПЕКИВИ РЕБРЕНДИНГУ У ВИНОРОБНІЙ ГАЛУЗІ УКРАЇНИ	
Ільїн О.О., Батраков О.О.	197
ХАРАКТЕР ТОРГІВЛІ АГРОПРОДОВОЛЬЧИМИ ТОВАРАМИ УКРАЇНИ З КРАЇНАМИ СНД: СТАТИСТИЧНА ОЦІНКА	
Курдоглова М.П.	199

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Том 1

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