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## COMPLEX DEVELOPMENT STRATEGIES SUPPORT COMPETITIVE COMPANIES: THEORETICAL ASPECTS

Improving the competitiveness of agricultural enterprises in modern conditions of functioning Object markets, is one of the most difficult and the most promising areas of research, primarily due to the features of the proceedings of their production activities. It should be noted that the main obstacles to doing effective production and economic activities of agricultural producers have not only commercial but also industrial character.

Strategy to ensure the competitiveness of enterprises is a comprehensive business strategy that includes long-term program of action in all functional areas of its activities aimed at creating a proper level of competitive potential and competitiveness. Adaptations of existing theoretical positions with the terms of industrial and economic activities of agricultural enterprises makes it possible to identify the main components, and also offer a comprehensive system for ensuring their competitiveness.

The components ensure the competitiveness of agricultural enterprises are using these strategies, either alone or in the form of:

Commodity-market strategy, which includes decisions on such aspects as the range and variety of products and the degree of their renewal, production scale, product quality, pricing;

Resource-market strategy, which includes decisions on such aspects as the amount of resource stocks and their replenishment frequency, quality resources, the behaviour of market resources;

Technological strategy that includes decisions on such aspects as the nature of technology, the degree of stability technology, upgrade technology, technological gaps;

Integration strategy, which includes decisions on such aspects as vertical integration, horizontal integration, diagonal integration;

Investment and financial strategy, which includes decisions on such aspects as attracting external financial resources, return of borrowed funds, investment of own funds;

Social strategy that includes decisions on such aspects as the number of workers, the interchangeability of workers differentiation workers, social type of team;

Management strategy that includes decisions on aspects such as the type of management, organizational structure, management communication and so on.

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