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**METHODOLOGICAL ASPECTS OF ASSESSING
THE COMPETITIVE ADVANTAGES OF AGRICULTURAL
PRODUCERS ON THE WORLD MARKET**

In the article the methodological aspects of evaluation of the competitive advantages of agricultural producers on the world market. In particular, paid attention review to classical methods for assessing competitive advantage, among which are highlighted: Porter's model, PEST-analysis, model BCG, model "Mc Kinsey", the financial and economic method, SWOT-analysis, method PIMS, benchmarking, the method LOTS, method of expert evaluation, method of balanced scorecard and others. Determined that most of the existing methodological approaches to assessing the competitive advantage of enterprises engaged in agricultural activities include the following steps: assessment of the environment of the enterprise, assessment of internal environment of the enterprise, assessment of the competitiveness of products produced by the enterprise, assessment of the competitive position of the enterprise. It should be noted that for qualitative assessment of competitive advantages agricultural producers on the world market it is necessary: first, apply some classical methods of assessment; second, focus on specific methods the application of which can take into account the peculiarities of farming and the peculiarities of development of the global market. Posted author method for assessing the competitive advantages of agricultural producers on the world market with emphasis for the stages of assessment and major groups of indicators evaluation. This method consists of the following stages: assessment of country's competitive advantages in the global market of agricultural products; analysis of the competitiveness of the country's agriculture; assessment of the competitive advantages of the region on national and international markets for agricultural products; assessment of competitive advantages agricultural producers in

domestic and global market; determination the level of the competitive advantages of agricultural products on the world market; assessment of gaps on mega-, macro-, meso-, macrolevel; deciding on the design, implementation of new competitive advantages and strengthening existing ones.

It is noted that the main purpose of the analysis is the determination of measures aimed at strengthening existing competitive advantages and identify the development, effective implementation and support new competitive advantages of agricultural producers on the world market.

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