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**DEVELOPMENT OF MEASURES TO IMPROVE COMPETITIVENESS OF AGRICULTURAL ENTERPRISES**

In modern conditions, enterprises face the problem of the need to identify their competitive advantages and ensure their sustainability in a competitive market based on the interconnection of the capabilities of enterprises with unused reserves in order to maximize their efficiency. One of the main issues is the assessment of the enterprise's competitiveness and further development of activities aimed at identifying and using its competitive advantages. Agriculture is priority sectors of the economy. Today very acute and urgent problem of the effective functioning is the search for ways to ensure the competitiveness of agricultural enterprises. In agriculture, the methods of non-price competition are taking precedence, and price competition is operates under conditions of limited resources, because the decline in prices is not always accompanied by an increase in demand of manufactured products of agriculture industry, because of certain physiological limitations. Therefore, our research identifies the main problems and suggests ways to increase the competitiveness of Ukrainian agrarian enterprises.

To achieve this goal, the following tasks were set: to substantiate the socio-economic essence of the category "enterprise competitiveness"; assess the state agriculture enterprises of Ukraine; to determine and systematize the factors of influence on the competitiveness of the agricultural enterprise; to generalize and determine the most effective measures to increase the competitiveness of the enterprise.

Despite a large number of problems, Ukraine's agriculture still has a significant development potential, due to rich land resources and conducive climate conditions. But in order to Ukrainian agriculture become truly competitive, a whole range of decisions is needed, concerning both internal development and export opportunities.

Today agriculture is one of the priority sectors of the national economy, therefore the issue of efficient functioning of agrarian enterprises is very urgent and

requires an active search for ways of increasing the competitiveness of enterprises.

In further research, the authors plan to consider the issue of choosing the most appropriate methods for assessing competitiveness precisely for enterprises of the agrarian sector of the Ukrainian economy.

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