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**DEVELOPMENT OF THE ECONOMIC POTENTIAL
OF AGRICULTURAL ENTERPRISES AS A COMPONENT
OF THE MANAGEMENT OF THEIR COMPETITIVENESS**

We are talking about the development of economic potential of agricultural enterprises, which is part of the management of their competitiveness. The issue of competition in Ukraine is very acute, due to the unstable situation in the country, the influence of international companies, insufficient state support, reduction of demand for agricultural products due to the low solvency of the population and many other factors. The study of the agricultural enterprises of Kharkiv region showed that the high level of capacity creates conditions for intensification of agriculture, which is based on a highly developed material and technical base, stable financial position and quality management system. With the introduction of the mechanism of management competitiveness of agricultural enterprises, which should combine the process from the formation of the goals and objectives of competitiveness based on the strategic and business analysis of operating implementations of the elements of strategic policy. Subject to the implementation of such activities, businesses will be able to raise the level of competitiveness in both the short and long term.

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