

ABSTRACT

STRATEGY FORMATION FOR DEVELOPMENT OF THE WHOLESALE TRADE ENTERPRISES IN UKRAINE

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The transition to a market economy in Ukraine required the wholesale trade privatization, demonopolization and liberalization of trade and intermediary activity, diversification of its forms. However, commercialization and change of ownership did not produce the expected effect, resulted in only a simple grinding large wholesale structures to independent and inefficient market participants. As a result of these processes over the last decade a large number of small wholesale intermediaries. The decline in wholesale operations on the market of food products in the period of the construction in Ukraine of market-oriented economic model, has significantly reduced the role of wholesale trade in the organization the movement of goods retail trade enterprises. Wholesale trade is the transmission link in the distribution of consumer goods. It provides the formation of the system of economic relations between economic subjects, which include industrial companies, wholesale companies, enterprises of retail trade.

The development of wholesale food markets network is dependent upon the issues with food security in the country. The collapse of the centralized wholesale food trade, privatization of wholesale and retail enterprises, the elimination of the centralized distribution system of agricultural products and foodstuffs contributed to the destruction of the system of food products to consumers. All this required finding new approaches to the organization of wholesale trade and movement of food products and agricultural raw materials.

The status of wholesale market of agricultural products was provided to eleven legal entities, in particular in Lviv region - "SHUVAR", Kyiv - "STOLICHNIY", Zaporozhye – "SICHOVIY", Odessa - "GECTAR", Donetsk - "GOSPODAR", Kharkov - "LELEKA", Rivne - "SHELEN", Kherson, Lugansk, Mykolaiv regions and in Mariupol - "Azov". Ukraine is carrying out measures on stabilization of prices for agricultural products. National agricultural chamber of Ukraine jointly with "Bears logistics Center" implements Ukragrorynok project, which ensures the establishment of a network comprising six wholesale markets of agricultural production in different regions of Ukraine. In addition, with the support of the Ministry of agrarian policy in Odessa region, a project on creating "South-Ukrainian regional wholesale food market".

The lack of investment leads to aging funds of economic entities, logistics distribution and subsequent poor (inefficient) schemes of distribution. Thus, the problem lies in the choice of an effective strategy of the state support for stable flow of reproduction processes. Studies have shown that, the strategy for the development of the markets of agricultural products can be built in two directions:

1. Support, as a rule, financial, economic entities, which suffer from imperfection of the reproductive structure of the markets. In most practice has shown that this commodity producers - farmers. Such financial support is through; a) exemptions (credits); b) subsidies, and C) technical assistance, etc.

2. Development (construction) of infrastructure elements of the market (storages, warehouses, refrigerators, logistics centers) based on budgetary or borrowed funds. It is clear that the 2nd approach is more promising, since it will result in a new modern infrastructure creation, and consequently in an automatic improvement of the logistics of distribution and cash flows from subsequent positive effect.

Key words: demonopolization, wholesale markets of agricultural production, distribution, state regulation.