

**ORGANIZATIONAL APPROACHES TO THE FORMATION OF
AGROMARKETING SYSTEM**

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The article summarizes the organizational approaches to building an effective marketing system in the field of agriculture. Emphasis is placed on the need to use agromarketing, which makes it possible to increase the economic efficiency of business entities, strengthen their production and marketing activities, outline the diversification capabilities of the business entity. It has been noted that this has a promising direction, as the outlined approach, combined with the assessment and forecasting of market conditions will contribute to achieving a high level of economic stability and development of the business entity.

Key words: organizational approaches, agromarketing system, sphere of agrarian management, production and marketing activity, business entity.

The permanence of transformational changes within the market environment necessitates the formation of organizational imperatives for the development of

various spheres and types of economic activity. This process is important for the actualization of the development of agricultural management. This necessitates the formation of an effective system of agromarketing as an important component of business development, based on the use of multifaceted approaches and determines its business activity from agricultural production to the promotion of food to consumers. At the same time, the use of agromarketing is carried out in order to increase the economic efficiency of economic entities, strengthen their production and marketing activities, primarily on the basis of studying the needs and demands of consumers, organizationally forming a consistent approach to the consumer, which in the future will contribute to the successful sale of goods or services. An effective agromarketing system involves the diversification of the business entity in the direction of expanding and diversifying the range of products or services provided, or expanding specialization and economic activities. This has a long-term direction, as the outlined approach, combined with the assessment and forecasting of market conditions will contribute to achieving a high level of economic stability and development of the business entity.

The need for diversification of production, in particular at the micro level, is confirmed by scientific studies of well-known theoretical scientists M. Porter, F. Kotler, A. Tompson, A.J. Strikland [1; 2; 3]. The relevance of this process in the scientific publication «Studies on the Nature and Causes of Wealth of Nations» was justified by A. Smith, noting that any business activity is caused by market fluctuations, therefore there is a need to diversify it [4].

The effectiveness of the agromarketing system also depends on the flexibility and adaptability of organizational approaches to creating a positive image of the business entity in both foreign and domestic markets, where the image of the producer is an important factor in success and profitability. The formation of a positive image of the enterprise is based primarily on the creation of external (corporate) and internal image, which contributes to the image of the entity as a whole, strengthening its reputation, increasing efficiency, stability, influencing public opinion about quality product or service. Such success can be achieved by an

organization provided a well-built internal image, where it is of primary importance the proper attitude of managers (or owners) of the organization to its staff, which directly affects the emotional and creative attitude of people to work.

It should be noted that in the field of agriculture it is necessary to take into account its specificity due to the direct impact of natural and climatic components of development, because the industry is characterized by seasonality. These features of agricultural production, ie the creation of added value, clearly distinguish it from other industries, distinguishing the approach where in the process of its implementation is the interaction between business entities [5, p. 12]. The noted features in many cases form the subsidized nature of the industry, that is there is a need for state support for the development of the agricultural sector.

In this context, it should be noted that the organization and the formation of an effective system of agromarketing should also take into account the specific features mentioned above, as agricultural management has certain features.

Thus, in modern business conditions, the organization of an effective agromarketing system is accompanied by constant monitoring of the agricultural market, study of consumer demand and market conditions, outlining creative approaches to sales activities of the business entity, identifying potential ways of selling food, ensuring a balanced relationship between participants in the process from producer to consumer, ensuring the promotion of food products to different groups of consumers, taking into account their tastes and preferences. At the same time, the process of market segmentation becomes important as one of the methodological marketing approaches, which allows grouping potential consumers according to their needs, and further forms a high effectiveness of marketing activities based on real market conditions. At the same time, the process of market segmentation becomes important as one of the methodological marketing approaches, which allows grouping potential consumers according to their needs, and further forms a high effectiveness of marketing activities based on real market conditions.

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