

MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE
TERNOPIL IVAN PULUJ NATIONAL TECHNICAL UNIVERSITY

Economics and management

(Faculty)
Department of Innovation Activity and Services Management

(Department)

QUALIFYING PAPER

For the degree of

Master
(education level)

Topic:

**SOME TRENDS OF AN AGRICULTURAL COMPANY
INNOVATION POLICY IMPROVEMENT (AC LLC “SLAVA” AS A CASE
STUDY, V. SLOBIDKA, KOZOVA DISTRICT, TERNOPIL REGION)**

Performed by: sixth year student

Group: IBUm-62

Speciality: 073 «Management»

(signature) Abdulhameed S.A
(full name)

Supervisor _____ Vladymyr O.M.
(signature) (surname and initials)

Standards verified by _____ Stoyko I. I.
(signature) (surname and initials)

Head of Department _____ Sherstiuk R. P.
(signature) (surname and initials)

Reviewer _____ Kuzhda T. I.
(signature) (surname and initials)

Ternopil – 2020

Ministry of Education and Science of Ukraine
Ternopil Ivan Puluj National Technical University

(full name of higher education institution)

Faculty Economics and Management
Department Innovation Activity and Services Management Department
Educational degree master
Field of study 073 Management
(code and title)
Specialization “Management of innovation activity”
(code and title)

APPROVED BY

Head of Department Roman Sherstiuk

Assignment

FOR MASTER’S THESIS FOR STUDENT

Abdulhameed Sadiq Abubakar

(surname, name, patronymic)

1. Master’s Thesis theme Some trends of an agricultural company innovation policy improvement

AC LLC “Slava” as a case study, v. Slobidka, Kozova district, Ternopil region)

Master’s Thesis supervisor Vladymyr Olha Mykhailivna, Assos. Prof., PhD.

(surname, name, patronymic, scientific degree, academic rank)

1. Approved by university order as of 30.09.2020 № 4\7-706

2. Student’s Master’s Thesis submission deadline 16.12.2020

3. Master’s Thesis design basis Materials of production and economic activity AC LLC “Slava”

4. Contents of engineering analysis (list of issues to be developed)

Abstract. Introduction. Theoretical and Methodological Chapter. Analytical and Calculation Chapter. Project and Calculation Chapter. Labor protection and safety in Emergencies. Conclusions. References. Appendices.

5. List of graphic material (with exact number of required drawings, slides)

Illustrative materials on the content of the master's qualification work – 10-12 units.

6. Advisors of design Master's Thesis chapters

Chapter	Advisor's surname, initials and position	Signature, date	
		assignment given	assignment accepted
<i>Labor protection</i>	<i>Doctor of Economics, Assos. Prof., Sherstiuk R. P.</i>		
<i>Emergency safety</i>	<i>Senior Lecturer, Struchok V.S.</i>		
<i>Justification of economic efficiency</i>	<i>Assos. Prof., PhD. Stoyko I. I.</i>		
<i>Special part</i>	<i>Doctor of Economics, Assos. Prof., Melnyk L. M.</i>		

7. Date the assignment was given 29.09.2020**MASTER'S THESIS TIME SCHEDULE**

LN	Diploma project (thesis) stages	Project (thesis) stages deadlines	Notes
1	Chapter 1. Theoretical and Methodological	12.11.2020	
2	Chapter 2. Analytical and Calculation	27.11.2020	
3	Chapter 3. Project and Calculation	04.12.2020	
4	Labor protection and safety in emergencies	09.12.2020	
5	Conclusions	09.12.2020	
6	References	09.12.2020	
7	Graphic part (illustrative materials)	16.12.2020	

Student

(signature)

Abdulhameed S.A.

(surname and initials)

Master's Thesis supervisor

(signature)

Vladymyr O.M.

(surname and initials)

ABSTRACT

Abdulhameed S.A Some trends of an agricultural company innovation policy improvement (AC LLC “Slava” as a case study, v. Slobidka, Kozova district, Ternopil region)

In the master's thesis the improvement on innovation policy for an agricultural company has been explored. The research is based on the agrarian enterprise AC LLC “Slava” located in Ternopil region. Studies of innovation and characteristics of development, its impact on productivity and the companies quality of services. Analysis of a set of financial, production and management relations, innovation processes that are formed in the process of function of AC LLC “Slava” was conducted. A set of key decisions were also investigated and it was distinguished what ought to be the essential zones of production for the continuity of AC LLC “Slava” advancement framework. Based on the object of study alternatives have been proposed to improve the innovation policy. The proposed project entails procuring new production equipments for the enterprise to increase the productivity of the agricultural venture, reduction of waste in produce by usage of pesticides and disinfectants, and increase in the staff to facilitate and improve delivery of agricultural produce and services. The effects of the implementation of this method on the achievement of the strategic goals of the company i.e AC LLC “Slava” were researched. Calculations for payback period, net profit value and profitability index on investment were provided.

Keywords: INNOVATION POLICY, INNOVATION, AGRICULTURE, MANAGEMENT, IMPROVEMENT, PRODUCTION, ACTIVITY, ADVANCEMENT.

CONTENT

INTRODUCTION	6
1. CHAPTER 1. THEORETICAL AND METHODOLOGICAL. THEORETICAL BASIS OF INNOVATION POLICY AGRICULTURAL ENTERPRISE	10
1.1. Innovative policy of an agricultural company: Concepts, Principles, Methods and Functions	10
1.2. Characteristics of the main vectors of innovation policy of an agricultural company	15
1.3. Management tools for monitoring the innovation policy of an agricultural company	17
2. CHAPTER 2. ANALYTICAL AND CALCULATION. RESEARCH OF THE INNOVATION POLICY OF AC LLC “Slava”	20
2.1. General characteristics of management activity of AC LLC “Slava”	20
2.2. Research of financial and economic activity of AC LLC “Slava”	28
2.3. Analysis of innovation policy of AC LLC “Slava”	35
3. CHAPTER 3. PROJECT AND CALCULATION. DIRECTIONS OF IMPROVEMENT OF INNOVATION POLICY OF AC LLC “SLAVA”	39
3.1. Creation of new types of activity is an important direction of improvement of the innovative policy of AC LLC “Slava”	39
3.2. Changing the priorities of the innovation policy of AC LLC “Slava”	44
3.3. The improvement of investment mechanisms in the innovation policy of AC LLC “Slava”	48
4. OCCUPATIONAL SAFETY IN EMERGENCY SITUATIONS	52
4.1. Labor protection	52
4.2. Increasing the reliability of the agricultural company during emergencies	53
CONCLUSIONS	55
REFERENCES	57
ADDITIONS	60

INTRODUCTION

The contemporary agrarian production is described by a scope of different credits portraying its substance and improvement territories that have questionable and various effects on creation volumes and deals. In contrast to different areas of the public economy or sort of exercises, farming is described by various explicit eccentricities, which lead to target laws fundamental for its turn of events.

Innovation policy is a part of the general policy of the enterprise which defines the purpose, conditions and process of realisation of innovative activity of the enterprise and establishes the order of interaction of scientific and technical, industrial, economic and marketing activity in processes of development and realisation of innovations

The project characterises development in agribusiness as changes actualised by the financial element in the endeavours movement pointed toward expanding the products' competitiveness on the market. The creators show highlights of innovation implementation in agricultural enterprises' activities and elements of their execution, present a summed up innovation of advancement execution into agrarian undertakings' exercises, just as examine imaginative action in agriculture of monetarily created enterprises.

Objectives:

In the limit of exploration subject, uncommon consideration is given to the examination of worldwide practice in executing advancement into the improvement of natural agribusiness. In such manner the creators do investigation of various understandings of the "natural agribusiness" idea, as well as gauge the degree of assignment of zones for natural farming, indicating possibilities for the execution of natural creation in large scale national public realities.

The purpose of the master's work is search for ways to improve the innovation policy of the agricultural enterprise AC LLC "Slava" by real assessment of innovation management, economic, production, financial, personnel activities of the agrarian enterprise, as well as development of theoretical provisions and practical

recommendations for improving innovation management system in AC LLC “Slava”.

To achieve this goal, the following research methods were used: historical and economic; system approach; analysis; synthesis; comparative; observation; economic and statistical analysis; causal-logical, etc.

To achieve this goal, the following research objectives are identified:

- consider the general characteristics of the innovation policy of the enterprise;
- identify the features of the vectors of development of innovation policy of the agricultural enterprise;
- evaluate the management tools for monitoring the innovation policy of the agricultural enterprise;
- to characterise the organisational and managerial activity of AC LLC “Slava”;
- to investigate the financial condition and features of management of production resources of the enterprise AC LLC “Slava”;
- to analyse the innovation policy followed by AC LLC “Slava”;
- to offer new types of activity as an important direction of improving the innovation policy of the agricultural enterprise AC LLC “Slava”;
- recommend changing the priorities of the innovation policy of AC LLC “Slava”;
- to use investment mechanisms in the innovation policy of the agricultural enterprise AC LLC “Slava”;
- to study the range of issues on labor protection and safety in emergency situations;
- to investigate issues related to the ecology of the studied enterprise.

The object of research is a set of financial, production and management relations, innovation processes that are formed in the process of function of AC LLC “Slava”. Which is organised in accordance with the current legislation of Ukraine, is a legal entity engaged in entrepreneurial activities.

The subject of research is the directions for improving the improve the innovation policy of the agricultural enterprise AC LLC “Slava”

The information base for writing the master's thesis was the legislative and regulatory documents governing the activities of business entities in Ukraine; instructional materials that contain the organisation of management, innovation, financial processes in enterprises; scientific achievements of domestic economists, official statistical materials, textbooks and manuals, publications in professional periodicals, materials from the Internet. In the process of scientific research were used data of the financial statements of AC LLC “Slava” for the relevant period, as well as materials of periodicals.

Prominent and proficient scientist and researches in the field on management and innovation policy were reference during the compilation of this research. Notable Eden J., Fagerberg J., Josef Schumpeter, Faure G., Chiffolleau Yu., Goulet F., Temple L., Touzard J-M Janssen, S., Oomen, R., Hengsdijk, H., van Ittersum, Khalatur S., Dubovych O., Fathutdynov R., Fathutdynov, Klimenko M., Feschenko V., Voznyuk N., Halushko V., Guido van Hulyenbruk, Kovtun O., Fedyshyn I.B., Sherstyuk R.P., Nahornyak H.S., Melnyk L.M., Malyuta L.Ya, Andrushkiv B.M., Dudkin P.D.

Two abstracts of the conference are devoted to the problems of implementation of innovation policy by agricultural enterprises:

1. Абдулхамід Садік Абубакар. Розвиток аграрного підприємництва на інноваційних засадах // Маркетинг в умовах розвитку цифрових технологій: матеріали III Всеукр. наук.-практ. інтернет-конф. (30 жовтня 2020 р). Луцьк: ІВВ Луцького НТУ, 2020. С. 93.

2. Abdulhameed Sadiq Abubakar. Directions for improving the innovation of agricultural enterprises // Актуальні задачі сучасних технологій: зб. тез доповідей міжнар. наук.-техн. конф. Молодих учених та студентів, (Тернопіль, 25–26 листоп. 2020.). – Тернопіль : ТНТУ, 2020. – С. 165.

The urgency of the master's thesis is due to the need to find ways to improve the innovation policy of domestic agricultural enterprises.

The scientific-cognitive and practical significance of the master's thesis is that its main provisions and conclusions can be used in the modern practice of improving the innovation policy of AC LLC “Slava”.

The master's thesis consists of an introduction, four chapters, conclusions, a list of references and appendices. The first section of the master's thesis outlines the theoretical foundations of the study of innovation policy of agricultural enterprises. In the second section, a study of the innovation policy of the agricultural enterprise AC LLC “Slava”. The third section proposes ways to improve the innovation policy of the agricultural enterprise AC LLC “Slava”. The fourth section covers issues of labor protection and safety in emergencies. The conclusions summarise the most important results of the master's thesis. The total amount of master's thesis is 63 pages, which contain 10 tables, 2 figures and 16 formulas. Two appendices have been added to the work. The list of used sources includes 28 items.

CHAPTER 1. THEORETICAL AND METHODOLOGICAL THEORETICAL AND APPLIED BASES OF INNOVATION POLICY OF THE AGRARIAN ENTERPRISE

1.1. Innovative policy of an agricultural company: Concepts, Principles, Methods and Functions.

Agrarian enterprise signifies an institutional unit in its ability as a maker of agricultural merchandise and enterprises with self-rule in regard of monetary and speculation dynamic, just as power and obligation regarding assigning assets for the creation of rural products and ventures. The three significant divisions of agricultural enterprises are:

- Crop and animal production;
- Forestry and logging; and
- Grains and Vegetable Planting.

Development strategy is as referenced over a moderately new thing on farming approach creators' plan. The figure beneath shows the term development strategy of agrarian undertaking wasn't highly utilised a couple of many years prior. It is just from the mid-1990s onwards that the term got famous among clients and strategy producers (Figure 1.1).

During the last two - three decades, policy producers have progressively gotten worried about the function of advancement for rural execution and the arrangement of difficulties that emerge. The view that strategy may have say for development has gotten far and wide, and the term advancement strategy has gotten usually utilised. This undertaking endeavours to observe this quickly developing zone of public agrarian approach, with specific spotlight on the meaning of advancement strategy (what it is); hypothetical reasonings (why development strategy is required in agriculture); and the plan, execution and administration of development strategy. In any case, in actuality agrarian development arrangements are not gotten solely from hypothesis. In fact, as brought up, numerous farming strategies/strategy instruments originate before the hypothetical methodologies advocating them. “The down to earth

meeting glances in. More detail on the strategy cycle, i.e., the plan, execution, assessment and correction of strategy, the entertainers in question and the various kinds of strategy instruments that have developed in various settings. Likewise the exercises for rural advancement strategy practice” [1].

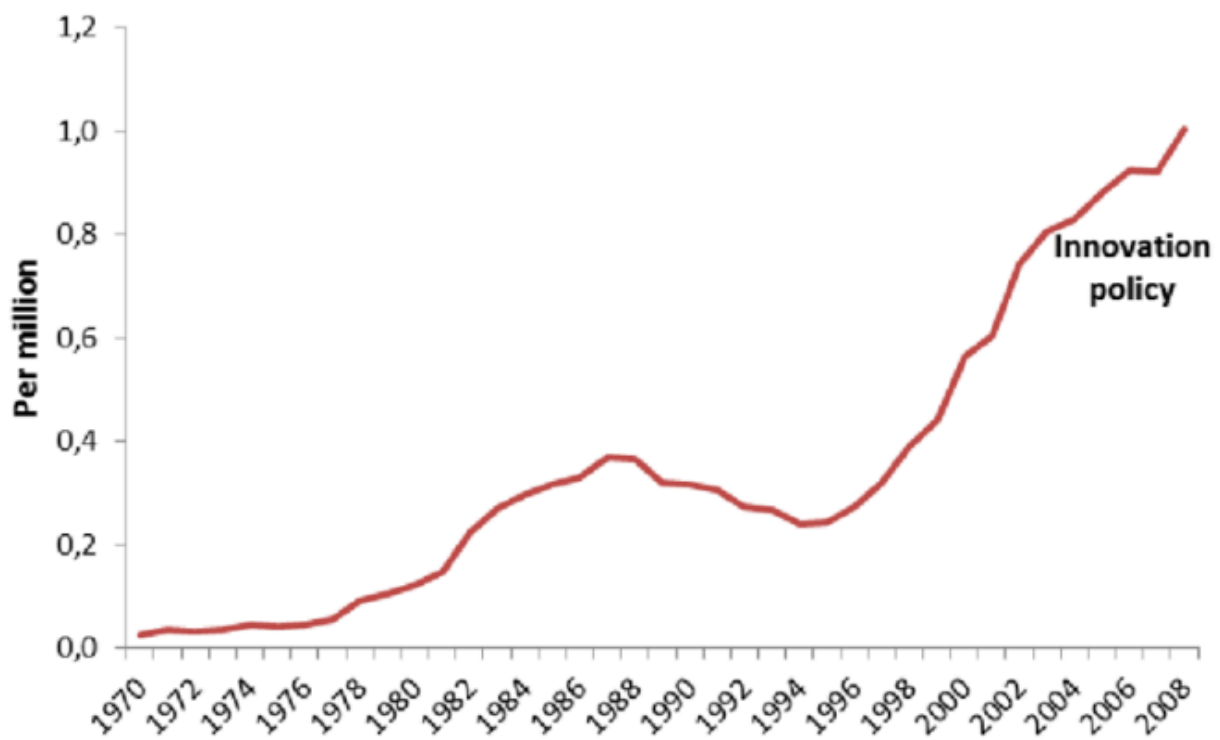


Figure 1.1. The frequency of the term “Innovation Policy” according to Ngrams (1970 - 2008)

Research related to the problem of innovation and innovation policy creates divergent views on the definition of the concept of "innovation", "innovation activity", "innovation process", "innovation policy". Different researchers, such as Eden J., Fagerberg J., Josef Schumpeter, Faure G., Chiffolleau Yu., Goulet F., Temple L., Touzard J-M Janssen, S., Oomen, R., Hengsdijk, H., van Ittersum, Khalatur S., Dubovych O., Fathutdynov R., Fathutdynov, Klimenko M., Feschenko V., Voznyuk N., Halushko V., Guido van Hulyenbruk, Kovtun O., Fedyshyn I.B., Sherstyuk R.P., Nahornyak H.S., Melnyk L.M., Malyuta L.Ya, Andrushkiv B.M., Dudkin P.D. interpret these concepts differently.

Josef Schumpeter, prominent scientist defines innovation “as a cycle of changing the novel thoughts, new information into new items and administrations”[1]. Faure G. – french scientists poses innovation “as the action or process of revolutionising”[2]. Temple L. “innovation process describes the path of translating new and/or existing knowledge into marketable solutions”[2].

Sherstyuk R.P. believes that “innovation activities are all scientific, organisational, financial and technological which lead to the implementation of innovations”[3].

According to Melnyk L.M. “innovation theory is the explanation of how over time an idea or product gains momentum and diffuses through a specific population or social system”[3].

Fedyshyn I.B. "considers innovation policy as an interface between research and political technological development" [3].

Henceforth, there are alternate points of view on innovation policy and farming development, and this is likewise reflected in strategy. “There is a tight viewpoint, considering development just, and there is a more extensive, more all encompassing viewpoint, which accentuates the significance of taking a gander at the whole advancement cycle from the production of clever plans to their execution and dissemination” [1]. In addition, there is whether or not one should restrict the examination to strategies planned with the unequivocal goal of affecting advancement, or additionally consider arrangements essentially made for different purposes, however which may significantly affect innovation movement.

On the basis of these distinctions two main types of innovation policy may be distinguished in this project:

- Mission-oriented - approaches are pointed toward giving new arrangements that work by and by to explicit difficulties that are on the political plan. “Since the prerequisite is that the proposed arrangement works by and by, strategy creators need to consider all periods of the advancement cycle when planning and actualising strategy (wide methodology)” [1]. Strategy creators have received such approaches for various years, for protection purposes for instance, some time

before development strategy or even advancement turned out to be important for their standard jargon, utilising an assortment of names. “Numerous significant developments, with extraordinary financial effect (agribusiness on the web for instance), have come as the consequence of such strategies” [2]. “Today, with the total populace confronting the danger structure an Earth-wide temperature boost, such approaches might be as significant as could be expected” [1].

- Invention-oriented - policies have a narrower focus, as in they focus on the development stage, and leave the conceivable abuse and dispersion of the innovation to the market. “Such strategies got mainstream in numerous endeavours in the early piece of post Second World War period, fuelled by the conviction among strategy producers at the time about the potential advantages that propels in science and innovation may have for farming and society in general” [2].

“In this manner, innovation policy, in the sense of policies influencing advancement, comprise of a scope of various approaches (and strategy instruments) that have been presented at different focuses in time with various inspirations, and utilising an assortment of marks including, progressively, development strategy. A portion of this may have to do with expressed movements” [3]. For instance, a lot of what is called agricultural innovation policy today, may already have gone under marks, for example, industrial policy, scientific policy, research policy or innovation innovation.

Innovation policy is a part of the general policy of the enterprise which defines the purpose, conditions and process of realisation of innovative activity of the enterprise and establishes the order of interaction of scientific and technical, industrial, economic and marketing activity in processes of development and realisation of innovations.

“According to Janssen S. there are four types of innovation policy for agricultural enterprise” [4]:

- Incremental Innovation - Doing more of the things you have been doing with somewhat better results.

- Complementary Innovation - Offering something new and changes the structure of the business.

- Breakthrough Innovation (Radical Innovation) - “Changing the fundamentals of the business or creating a new industry and new avenues for extensive wealth creation” [4].

“Principles of innovation policy in agriculture according to Josef Schumpeter are:” [1]:

- The presentation of another great: The business visionary should create, in particular present another item which can be effortlessly sold and which isn't offered on the lookout. Which is the specific thought proposed to innovation experts thinking about the force of rivalry in the agrarian business in Ukraine, an uncommon item would yield incredible returns for the enterprise.

- “The presentation of another strategy for production: Innovation should offer another plan of creation which can prompt an expanded yield through existing sources of info, reduction of expenses per unit item, presentation of new data sources and change of existing ones” [2].

- The launch of another market: Innovation can expand the deals in new areas, and furthermore increment the quantity of clients.

- The triumph of another cause of flexibly of crude materials of half-fabricated merchandise: The crude material provider can regularly bring down crude materials' quality and the selling cost of the new item. Along these lines, the business visionary should locate a suitable wellspring of information sources, which are required for creation of new items.

- The completing of the new association of any industry: “Schumpeter depicts this innovation principle progression as a passage of the business person in the syndication market, where there has been no opposition beforehand, or as the formation of conditions through which the business person would take the restraining infrastructure position on the lookout” [1].

In general, there are two methods of innovation for agricultural enterprises:

- Radical Innovation: “A radical innovation focuses on agricultural products, processes or services with unprecedented performance features” [2].

- Incremental innovation: Incremental innovation focuses on cost or feature improvements of existing agricultural processes, products or services.

The function of innovation policy in agriculture are listed below:

- "Innovation policy plays an integral role in agricultural enterprises, which in turn boosts the national economic yield and benefits the citizens” [5].

- Innovation policy in agriculture is the interface between research and technological development policy, and industrial policy for agrarian enterprises.

- “Innovation policy aims to create a conducive framework for bring new ideas into the agricultural market” [5].

- Innovation policy increases the chance of agricultural enterprises to react to changes and discover new opportunities.

1.2. Characteristics of the main vector of the innovative enterprise an agricultural company.

The fundamental strategy regions concerning development are grouped around the intrinsic requirements of those occupied with agricultural exercises, specifically:

I.Access to, and manageable use of, regular rural assets including soil, water, terrain(landscape) and earthbound biodiversity(flora and fauna);

II.“Ability to ideally use regular agricultural assets subject to framework, money, innovation, administrations and aptitudes advancement” [4];

III.Seriousness of the individual ventures and the whole enterprise comparative with that of correspondingly supplied or contending economies to be tended to through improved proficiency and efficiency, free and reasonable business sectors and development;

IV.Certainty and soundness achieved by objective and successful guideline, by hazard lightening measures, sound client relations and compelling administration of the enterprise;

V. "Obligation supported by the enterprises vital part as society's essential food supplier, manager of the gifted and less-talented, rustic occupations and as social wellbeing net for provincial society" [4].

Five key objectives have been distinguished in such manner, to be specific expanded beneficial creation of food, feed, fibre, and agricultural produce by all classifications of makers (means, smallholder and business); supported administration of characteristic assets; powerful public administrative administrations and danger the board frameworks; a changed and joined area; expanded commitment of the area to financial development and improvement; and successful and proficient administration.

"Also additional principles specifically for agrarian enterprises can be included to the process of innovation" [5]:

1. Innovation begins when individuals convert issues to ideas: New ideas are brought into the world through inquiries, issues and obstructions. The cycle of innovation is obligated to the difficulty that comes about when we are encircled by that which isn't comprehended, not smooth, and not basic. Thusly, all together for the innovation process to thrive, it needs an atmosphere that empowers request and invites issues.

2. Innovation needs a framework: "All associations have innovation frameworks. Some are formal, planned by the initiative, and some are casual, occurring outside set up channels" [5]. Casual channels are chaotic and wasteful, yet innovation is constantly connected with them.

3. Energy is the fuel, and agony is simply the concealed fixing: Ideas don't push themselves; enthusiasm causes them to go. Enthusiasm, notwithstanding ability and aptitude, is a significant organisation resource. Energy is the thing that changes different assets into benefits, however it never appears on a monetary record. Shockingly, there is by all accounts some all inclusive law that says while seeking after an enthusiasm or following a fantasy, torment is important for the cycle. Innovation pioneers need to take the agony with the enthusiasm and figure out how to manage both adequately.

4. Contrasts ought to be utilised: “The distinctions that regularly partition individuals -, for example, language, culture, race, sex and thinking and critical thinking styles - can be a shelter to development” [5]. At the point when contrasts are utilised productively and individuals move past dread, doubt, question and bias, contrasts can be influences to improve and continue the development cycle.

1.3. Management tools for monitoring the innovation policy of an agricultural company.

Dynamic advancement of agribusiness causes expanding rivalry between ventures on the agricultural items market. “Consequently advancement in farming is at present a dire issue, since it will add to the development of work efficiency, reserve funds in material, work and monetary assets, increment creation volumes, and such”[6].

There are numerous ways to deal with the meaning of “advancement in agriculture”. “As stated by a prominent innovator, advancement in agribusiness is the execution in the business practice of the innovative work (Research and Development) results as new plant assortments, breeds and types of creatures, poultry, as good as ever food items, materials, new hardware, new advances in crop creation, creature cultivation and preparing industry, new association and the board structures in different economy circles, and new ways to deal with social administrations that can improve creation proficiency. As stated by a prominent innovator, advancement in farming is fundamental execution of the exploration results into the rural area that lead to positive subjective and quantitative changes in the attributes of the connections among biosphere and techno circle, just as improve the climate” [6]. “As stated by a prominent innovator, development in farming is a definitive consequence of the execution of curiosity in the field of agriculture (plant assortments, animal varieties, plant assurance or animal creation advances, and so forth), which prompted monetary, social, ecological and different sorts of impact” [7].

Usage of advancements in farming should be considered as a grouping of four phases: improvement of developments, their approval, remaking, and execution. A

scope of advancements' grouping standards permits arranging the inventive movement of the undertaking on a discerning premise. The development usage innovation into the agrarian venture exercises is spoken to the table underneath (Table 1.1).

Table 1.1

Innovation implementation technology with regard to the activities of agricultural enterprises

Identifying problems in the enterprise
Gathering information, analysing market and all the factors influencing the implementation of innovation
Forming a clear strategic orientation
Processing received information and selecting the innovation project according to the goals, strategic objectives of the agricultural enterprises, as well as the financial performance criteria established by the responsible executive
Searching for innovation financing sources
Concluding agreement
Approbating scientific results
Implementing innovation
Customising innovation in the agricultural enterprises
Evaluating performed work

“The dynamic expansion of advancements into the agrarian endeavours exercises is clarified by working of incorporated development system, which is

portrayed by financial impetuses, yet in addition the interrelation go authoritative structures and connections” [8].

Conclusion of the first Chapter

The significance and relevance of innovation for agrarian enterprise was established in the first part of this chapter, the subdivisions concerning concepts, principles, and methods of agricultural function of agrarian enterprise, were enumerated and discussed in detail in the first chapter.

Five key objectives have been distinguished in such manner, to be specific expanded beneficial creation of advancement of agrarian enterprises, including the characteristics of the main vector of the innovative enterprise, the management tools for monitoring the innovation policy of agricultural enterprises. It has been established that utilisation of innovation policy is integral to agrarian enterprises.

In the final part of this chapter we established that the dynamic advancement of agribusiness causes expanding rivalry between ventures on the agricultural items market. Consequently advancement in farming is at present a dire issue, since it will add to the development of work efficiency, reserve funds in material, work and monetary assets, increment creation volumes, and such. As a methodological base of the examination we accept that the usage of innovation policy in farming is related with developing new assortments of agricultural produce.

CHAPTER 2. ANALYTICAL AND CALCULATION RESEARCH OF THE INNOVATION POLICY OF AC LLC “Slava”

2.1. General characteristics of management activity of AC LLC “Slava”.

The purpose of the activity of AC LLC “Slava” is to address social issues in different kinds of agricultural products through its creation and sale, making a profit dependent on the acknowledgment of creation, financial and socio-economic interests of the enterprise through creation, business, intermediary and different exercises in the way and under the conditions set up by the current enactment of Ukraine and the sanction.

The full name of the enterprise Agricultural Limited Liability Company “Slava” (Сільськогосподарське Товариство з Обмеженою Відповідальністю “Слава”) [9].

The abbreviated name: AC LLC “Slava” (СГ ТЗОВ “СЛАВА”).

Location of AC LLC “Slava” : 47632, v. Slobidka, Kozova district, Ternopil region (47632, село Слобідка, Козівський район, Тернопільська обл.).

Hereinafter referred to as the Company, is the legal successor of the rights and obligations of the Open Joint-Stock Company “Agricultural Society for the cultivation of sugar beet seeds Ltd “Slava” and grain” [10]:

The primary action of AC LLC “Slava” is:

- agricultural production and offer of attractive products and crude materials;
- handling of agricultural products both own creation and bought;
- growing of cereals (except rice), leguminous crops and oil seeds;
- manufacture of sugar;
- growing of vegetables and melons, roots and tubers;
- central repair shop;
- raising of swine/pigs;
- raising of diary cattle;
- breeding other animals;

- production of milk, wheat, grains etc.;
- freight transport by road;
- support of activities for crop production.

The company has service units: fleet; central repair shop; auxiliary productions: mill, grain mill, bakery, shop, bar. There are no branches and subsidiaries.

The main activities of the company are the cultivation of grain and industrial crops. Breeding of cattle and pigs. Activity in AC LLC “Slava” fully depends on seasonal changes and weather conditions. The main customers for the sale of manufactured products are processing and procurement organizations: the main markets for products produced by the company are processing and procurement organizations of the Ternopil region. “The main customers for the sale of manufactured products in 2019 were: PE “CIS Group”, LLC “Zernosvit”, LLC “AGRARICO”, PE “Zernotik-Plus” [10]. The main risks in the issuer's activity: high prices for all material and technical resources for agriculture, which leads to the production of products at high cost, so the number of markets is reduced, where AC LLC “Slava” products would be competitive.

New technologies are introduced based on the capabilities of the economy and their profitability, as well as the demand for products on the market. “The main competitors of the company are PJSC “Brodetske” and PJSC “Zhdanivske”. Peculiarities of the company's products: the farm produces several types of products that need to be sold every day: milk and meat, so it is sold at the prices given by processors, not the prices they cost” [9]. Services provided by the company: plowing, Soil preparation - also have a seasonal character. Grains, sugar have a limited shelf life and require sale in the appropriate period.

The Company is registered in Ukraine and conducts accounting and financial reporting in accordance with the Law of Ukraine “On Accounting and Financial Reporting in Ukraine” dated 16.07.99 № 996-XIV as amended in accordance with International Financial Reporting Standards (IFRS); its functional currency is the Ukrainian hryvnia.

The existence cycle is the period from the cause of the plan to the turn of events, creation, circulation, use and removal (decrease) of the item. “The existence patterns of certain items are short and others are long; they can be estimated from a few hours to many years” [9]. In this manner, the hierarchical administration structure of AC LLC “Slava” meets all the vital attributes for successful administration of the enterprises working framework and the usage of the creation cycle. In AC LLC “Slava” it is linear functional (Table 2.1).

Table 2.1

Chain of command in Ltd “Slava”

Director
Deputy production Director
Deputy Director of Sales
Deputy Director of Supply
Chief Accountant
Chief Security Officer

The primary overseeing body of the enterprise is the director of the enterprise. Its skill incorporates all issues identified with the organisation's exercises. He is designated (excused) by the gathering of different members. “The connection between the members and the director, the rights, obligations and duties of the gatherings are dictated by the agreement finished up after employing” [11]. The director, in concurrence with the individuals from the enterprise, has the privilege to play out all activities for the benefit of the enterprise without an intensity of lawyer. Workers of the enterprise are employed and terminated by the director.

He freely chooses the exercises of the enterprise, aside from the originators inside the fitness of the resolution, the notice of affiliation and other authoritative

archives. Coming up next are subjected to the Director of AC LLC “Slava”: Deputy Production Director (Chief Technologist); Deputy Director of Sales, Deputy Director of Supply, Chief Accountant, and Chief Security Officer. “The authoritative administration structure of AC LLC “Slava” meets all the vital qualities for powerful administration of the working arrangement of the enterprise and the usage of the creation cycle” [9].

The serious market climate requires AC LLC “Slava” to continually improve. To be serious, an undertaking must have an upper hand. The fundamental approaches to get them are:

- to turn out to be better yourself by taking measures to improve your own exercises and increment its productivity;
- straightforwardly debilitate contenders;
- change the market climate.

“Since the implementation of the last two zones requires huge endeavours, the fundamental methods for increasing upper hand is to build the productivity of their own exercises” [11].

Investigating the inner climate, it should be noticed that the qualities of AC LLC “Slava” are: high capability of workers; accessibility of plans for the creation of a critical number of products; entrenched deals framework; a wide scope of items; speed and proficiency in conveying items to shoppers, and the shortcoming is a huge reliance on changes in the climate.

We should investigate the customers of AC LLC “Slava”. The profile of purchasers of the venture can be made on such attributes:

- Topographical area of purchasers;
- Segment qualities of purchasers (age, training, field of movement);
- Socio-mental qualities of the purchaser (condition of society, style of conduct, tastes, propensities);
- The purchaser's mentality to the item (why he purchases the item; regardless of whether he is a client of the item, how he assesses the item, and so on);

-Exchange intensity of the purchaser (level of consciousness of the purchaser; affect-ability to the cost, to methods for incitement; presence of the relating necessities to nature of the products; direction on the comparing exchange mark);

In light of the consequences of evaluating the attributes of the profile of customers of AC LLC “Slava” we assemble a Table 2.2, which shows the decision about the level of changeability of necessities, prerequisites, tastes of consumers corresponding to those merchandise that are remembered for the classification of the endeavour, the customers’s responsibility to the products of the undertaking and the exchanging intensity of consumers.

Table 2.2

Scale of estimations of buyers profile characteristics of AC LLC “Slava”

No.	Parameter	Point	Value
1	The degree of change in the needs and tastes of buyers	3	Low
2	Commitment of buyers to the goods of the enterprise	9	Strong
3	Trade power of buyers	5	Average

In this manner, at the last phase of the examination of the venture it is important to assess a profile of action of the endeavour. Additionally, the evaluation of the factor of the inner climate of AC LLC “Slava” in 3 focuses demonstrates the strength of the venture, and the appraisal in 1 point - on the shortcoming. In light of the consequences of evaluating the variables of the interior climate of the venture and a regular rundown of qualities and shortcomings, a rundown of real qualities and shortcomings of the endeavour under investigation is made.

The examination of interior qualities and shortcomings is suggested as a near investigation, and the fundamental spotlight should be on the seriousness of the undertaking. “This implies that inward factors are, most importantly, elements of intensity” [9].

To decide the piece of the development potential, we will examine the elements and structure of creation costs by components of AC LLC "Slava" for 2018-2019. The cost component is a bunch of monetarily homogeneous expenses. Concerning gathering of kinds of expenses by monetary components, the expenses of working exercises are assembled by the accompanying financial components: material costs; compensation costs; derivations for get-togethers; amortisation; Other working costs. Gathering costs by components permits you to get data about the measure of expenses relying upon their monetary substance.

The investigation of the structure and elements of working expenses should start with the portion of individual cost components. In this manner, in 2019, contrasted with 2018, the biggest portion of creation costs is involved by material costs, at that point, toward diminishing the portion of work costs, derivations for social exercises, deterioration and other working costs. "The investigation of material costs shows a consistent pattern of their development, contrasted with 2018 out of 2019, they expanded by 7942 thousand UAH. (1.7%) and added up to 34364 thousand UAH" [10]. Since material expenses are an immediate impression of the expense of creation, it will be prudent to lead an itemised examination following the qualities of different components of creation working expenses.

The examination of work costs mirrors a consistent pattern to build the absolute compensation bill, as in 2019 contrasted with 2018 it expanded by 220 thousand UAH. furthermore, added up to 2457 thousand UAH [10]. On the off chance that we consider the consistent development of the legal measure of the lowest pay permitted by law, the expansion in labor expenses might be brought about by an increment in the extra pay store, which incorporates the measure of compensation, rewards, pay, and so on Today the organisation utilises 72 individuals. Faculty arranging of AC LLC "Slava" is an arrangement of choice of qualified work force, which permits to furnish the organisation with staff as per the number and necessities of occupations.

Derivations for social exercises are straightforwardly corresponding to work costs, as they are gathered in a specific level of the compensation bill, so clearly with

the expansion in labor costs expanded in relation to the dissected expenses of social exercises. Specifically, in 2019 contrasted with 2018, they expanded by 52 thousand UAH. what's more, added up to 567 thousand UAH [10].

Concerning examination of other working expenses of AC LLC “Slava”, they would in general expansion in 2019 contrasted with the past 2018 by 265 thousand UAH. also, added up to 2148 thousand UAH, which could be influenced by a lot of expenses for administrations gave by outsiders, travel or lease.

The competitive strength (Sz) of the undertaking is controlled by contrasting the assessments of the endeavour and the principle contenders. Regularly such evaluations are made during the execution of a benchmarking venture, however at times the appraisal of "outright" seriousness is utilised. Evaluation of the total intensity of the endeavour is done by the accompanying strategy. The aftereffects of the examination are controlled by the recipe:

$$Cabc = \sum_i^n (Ci - \max Ckij) , j = 1,2, \dots, m \quad (2.1)$$

where:

C_i – assessment of the i -th factor of competitive strength (weakness) for the enterprise,

C_{kij} – assessment of the i -th factor of competitive strength (weakness) for the j -th competitor;

n – the number of factors selected for analysis;

m – number of competitors.

Table 2.3 show the ordinary and absolute competitive force of the AC LLC “Slava”

The standard evaluation of the serious strength of AC LLC “Slava” is 73 focuses – the most elevated an incentive among contending firms. This pointer permits a pairwise correlation with the serious strength of contenders. Total seriousness is a marker that has an alternate significance. It permits you to decide the situation of the firm under examination, comparative with the restrictive "ideal"

organisation. Subsequently, unquestionably the serious strength of AC LLC “Slava” is assessed at 3 focuses.

Table 2.3

Definition of ordinary and absolute competitive for AC LLC “Slava”

No.	Factor	PE “CIS Group”	LLC “Zernosvit”	LLC “AGRAR ICO”	AC LLC “Slava” C _i	AC LLC “Slava” C _i - maxC _{kij}
1	Profitability	6	4	5	9	2
2	Reputation (image)	9	7	8	6	1
3	Productivity	7	6	7	9	3
4	Product	5	8	6	8	0
5	Financial resources	7	7	5	6	-1
6	Production facilities, buildings and structures	7	6	7	9	2
7	Research and implementation of innovations	9	9	4	7	-1
8	Company organization	6	5	6	5	-1
9	Workforce	8	8	5	9	1
10	Social responsibility	5	6	5	6	0
	Competitive power:	69	63	58	73	6

The processing of dealing with or controlling things, in AC LLC. Slava which is the management has taken a leap within the past couple of year, which has resulted in an increased level of productivity. The chain of command is quite functional, with

each group of individuals having a superior officer to report to and the director being the supreme overseer of the enterprise, this has also yielded more financial returns, built a strong reputation for the company and the competitive power of AC LLC “Slava” is high in comparison to its competitors. In conclusion the management structure of AC LLC. Slava is commendable.

2.2. Research of financial and economic activity of AC LLC “Slava”.

The purpose behind the examination of creation and financial action is to survey the degree of productivity of creation assets for creation and deals, to recognise the adequacy of working exercises of AC LLC “Slava” for 2018-2019 (Table 2.4).

“Examination of the principle markers of creation and monetary movement of AC LLC “Slava” for 2018-2019 permits us to reason that all pointers of the undertaking in 2019 contrasted with 2018 expanded, specifically: the measure of value in 2019 expanded at 170 000 UAH” [10]. Contrasted with 2018, the asset report money expanded by 120 000 UAH. individually, contrasted with the earlier year, the measure of net benefit expanded essentially – from 413 000 UAH. up to 583 000 UAH (Table 2.4).

The consequence of the undertaking relies upon the plausibility and rightness of putting monetary assets in resources. During the time spent working of the undertaking the size of resources and their structure go through consistent changes. To evaluate resources, the development of monetary assets at the removal of the undertaking and their sources is investigated. The pointer “the measure of monetary assets” accessible to the undertaking, gives a summed up valuation of resources recorded on the accounting report of the endeavour. This is a bookkeeping gauge that doesn't concur with the absolute market estimation of its resources. The development of this pointer in 2019 by 170 000 UAH in examination with 2018 vouches for increment of property capability of the undertaking [9].

Table 2.4

**Analysis of the main indicators of production and economic activities of AC
LLC “Slava” for 2018-2019**

No.	Indexes	2018	2019	Deviation 2019 to 2018 Absolute Uah (+,-)	Deviation 2019 to 2018 Relative (%)
1	Equity, million UAH	43 000	74 700	31 700	42
2	Own funds, UAH	413 000	583 000	170 000	29
3	Non-current assets, UAH	-	-	-	-
4	Net profit, UAH	-	207 150	-	-
5	Net income from sales of products, UAH	413 000	583 000	170 000	29

Assessment of elements of markers of benefit of AC LLC “Slava” is completed by a technique for correlation of genuine information for the detailing time frame with the announcing information for the past period (Table.5).

As should be obvious from the Table 2.5, in 2019 contrasted with 2018 there is a positive net monetary consequence of the endeavour. AC LLC “Slava” oversaw not exclusively to keep up the actual deals volume at the degree of 2018, yet in addition to essentially expand them in 2019.

This SWOT analysis consists of a compilations of the strengths, weaknesses, opportunities and threats of AC LLC “Slava”. The primary objective of this analysis is to help develop a full awareness of all the factors involved in making a business decision. This SWOT analysis is necessary before committing to any sort of company action, exploring new initiatives, revamping internal policies, considering opportunities to pivot or altering a plan midway through its execution.

Table 2.5

Analysis of profit indicators of AC LLC “Slava”

Indicator	2018	2019	Deviation from 2019 to 2018 Absolute (UAH)	Deviation from 2019 to 2018 Relative %
Net income from sales of products (goods, works, services)	413 000	583 000	170 000	29
Gross profit	413 000	583 000	170 000	29
Other operating income	17 000	74 000	57 000	77
Net profit	-	207 150	-	-

This SWOT analysis consists of a compilation of the strengths, weaknesses, opportunities and threats of AC LLC “Slava”. The primary objective of this analysis is to help develop a full awareness of all the factors involved in making a business decision. This SWOT analysis is necessary before committing to any sort of company action, exploring new initiatives, revamping internal policies, considering opportunities to pivot or altering a plan midway through its execution.

This SWOT analysis will discover recommendations and strategies, with a focus on leveraging strengths and opportunities to overcome weaknesses and threats (Table 2.6). “The SWOT analysis focuses on the four elements of the acronym, allowing AC LLC “Slava” to identify the forces influencing a strategy, action or initiative”[10].

Internal factors – Strengths (S) and weaknesses (W) refer to internal factors, which are the resources and experience readily available to AC LLC “Slava”.

External factors influence and affect AC LLC “Slava” in various ways. Whether these factors are connected directly or indirectly to an Opportunity (O) or Threat (T), it is important to note and document each one.

Table 2.6

SWOT Analysis of AC LLC “Slava”

STRENGTHS	WEAKNESSES
<p>The availability of abundant financial resources to undertake profitable endeavours in agriculture is considered a strength for AC LLC “Slava”</p>	<p>Unfortunately the company has limited access to natural resources to complete certain agricultural process. This is considered a weakness for AC LLC “Slava”</p>
<p>AC LLC “Slava” has several production facilities and equipments to expedite production process. This is considered a strength for the company.</p>	<p>AC LLC “Slava” has an insufficient amount of staff in comparison to the availability of equipments and production rate of the company. This is considered a weakness.</p>
<p>The employee structure of AC LLC “Slava” hierarchically is very functional and effective, which is a strength for the company</p>	<p>Agrarian enterprises generally don’t have access to state of the art technology. This is a weakness for AC LLC “Slava”</p>
OPPORTUNITIES	THREATS
<p>During the past few years there has been a great deal of technological advancement in the agricultural industry. This is a strength for AC LLC “Slava” if the company is able to procure this technology.</p>	<p>Economic trends impact agricultural enterprise colossally, reason being, during certain seasons there’s a higher demand for certain productions, vice-versa. This is a threat more than an opportunity to AC LLC “Slava” as it is a company with a small range of production.</p>
<p>AC LLC “Slava” has a very food relations ship with its suppliers and partners. This is an opportunity for the company.</p>	<p>Political, environmental and economic regulations affect every entity in one way or the other, these regulations usually cause a restriction in the activities of agricultural enterprises.</p>

After this analysis, the best course of action for AC LLC “Slava” would be to take mediation courses to eliminate weaknesses and launch certain mediations, which aid agricultural enterprises and highlights the strength of the company and utilises them to make it a stronger and more reliable corporation, also to utilise the opportunities at the time they present themselves to maximise financial profit for the company. Avoidance of threats in any way possible is of the utmost essence if the company is going to flourish.

As of December 31, 2019, according to the balance sheet of the enterprise i.e AC LLC “Slava”, its own fixed assets are: initial cost - 170 689 UAH, residual value – 74 700 UAH. As of December 31, 2019, long-term biological assets are: fair (residual) value – UAH 43 thousand. Accounts receivable as of 31.12.2018 in thousands of UAH: – for goods, works, services – 11.0; – with a budget – 0; – other current debt – 59.0. Accounts payable for goods, works and services as of December 31, 2018 amount to UAH 413 thousand. Current liabilities according to the calculations at the end of the reporting year: from the received advances - 0; from the budget - 332 thousand UAH; from insurance – 17 thousand UAH; from wages – 125 thousand UAH; from internal settlements – 0. Other current liabilities – 268 thousand UAH.

The Company AC LLC “Slava” in the "Statement of financial performance" for 2019 reflects complete and truthful information about income, expenses, profits and losses from financial and economic activities. “During the reporting period, the financial results amounted to (thousand UAH): – net income from sales of products (goods, works, services) – 207 150; – other operating expenses – 95 700; – administrative expenses – 31 380; – sales costs – 39 000; – other operating income – 172 000; - other income – 74 000” [12]. The company for the reporting period received 583 thousand UAH profit thousand UAH.

$$\text{Return on assets} = \frac{\text{NI}}{\text{TA}} \quad (2.2)$$

where:

NI – Net Income

TA – Total Assets

$$207\,150 / 583\,000 = 0.35$$

$$\text{Production profitability} = \text{PR} - \text{PC} \quad (2.3)$$

where:

PR – Production Revenue

PC – Production Cost

$$207\,150 - 172\,000 = 35\,150 \text{ UAH}$$

$$\text{Gross profitability of sales} = \text{TP} \quad (2.4)$$

where:

TP - Total Profit = 583 000 UAH

Operating profitability of sales:

$$\text{GP} = \text{OE} - \text{D} - \text{A} \quad (2.5)$$

where:

GP – Gross Profit

OE – Operating Expenses

D – Depreciation

A V Amortisation

$$583\,000 - 95\,700 - 31\,380 - 39\,000 = 416\,920 \text{ UAH}$$

$$\text{Net profitability of sales} - \text{NP} \quad (2.6)$$

where:

NP – Net Profit = 207 150 UAH

Relative indicators of financial stability

$$\text{Coefficient of financial independence} = \frac{\text{PI}}{\text{E}} \quad (2.7)$$

where:

PI – Passive Income

E – Expense

$$(172\,000 + 74\,000) / (95\,000 + 31\,800) = 246\,000 / 126\,800 = 1.94$$

$$\text{Financial risk ratio} = \frac{\text{TNS}}{\text{NS}} \quad (2.8)$$

where:

TNS – Total Number of Sales

NS – Number of staff

$$390 / 72 = 5,6$$

$$\text{Debt capital concentration ratio} = \frac{\text{TD}}{\text{TC}} \quad (2.9)$$

where:

TD – Total Debt

TC – Total Capital

$$59\,000 / 207\,150 = 0,285$$

$$\text{Coefficient of financial stability} = \frac{\text{A}}{\text{D}} \quad (2.10)$$

where:

A – Assets

D – Debts

$$583\,000 / 59\,000 = 9,88$$

$$\text{Long_term debt ratio} = \frac{\text{LD}}{\text{TA}} \quad (2.11)$$

where:

LD – Long-term Debt

TA – Total Assets

$$59\,000 / 583\,000 = 0,101$$

$$\text{Equity manoeuvrability ratio} = \frac{\text{E}}{\text{TA}} \quad (2.12)$$

where:

E – Equity

TA – Total Assets

$$74\,700 / 583\,000 = 0,13$$

$$\text{Ratio of current assets with own funds} = \frac{\text{TA}}{\text{TL}} \quad (2.13)$$

where:

TA – Total Assets

TL – Total Liabilities

583 000 / 268 000= 2,18

As evidence by these indicators AC LLC “Slava” is financially buoyant and has the resources to undertake the proposal for improving the innovation policy of the enterprise. The company has a high coefficient of financial independence and also a high coefficient of financial stability, with a low long-term debt ratio these are all shown in the calculations of profitability indicators and relative indicators of financial stability provided above.

2.3. Analysis of innovation policy of AC LLC “Slava”.

“Summarising the aftereffects of the investigation of the creation action of AC LLC “Slava”, we make determinations about its improvement for the revealing year 2019” [11].

We will break down the utilisation of components of development capability of the examined venture.

Advertising. At exploration of promoting movement of AC LLC “Slava” it is important:

- portray and assess the promoting methodology of the endeavour;
- portray the item strategy, survey the scope of products of the endeavour, evaluate the destiny of merchandise "market oddity" and examine the quality control arrangement of agricultural products;
- portray the valuing strategy of the endeavour and the substance of the primary estimating techniques regarding item gatherings.

As per the aftereffects of the investigation it is important to decide the level of advertising action of AC LLC “Slava”.

In this manner, the promoting movement of AC LLC “Slava” is normal.

The production offices of the imaginatively arranged Ltd “Slava” incorporate vegetable processing and grains preparing plant. All creation measures are mechanised and computerised. “Fast innovative lines, hardware - the most recent age. The entire creation measure happens in a shut framework that secures against undesirable outside impacts” [12]. All creation happens in a shut computerised framework. The hardware is modified to work just in consistence with a specific method of sterility.

The financial action of the undertaking experiences the accompanying stages: collecting of cereal, wheat, vegetables and grains.

1. Obtainment of cereal and wheat: farming makers with whom agreements have been closed, convey cereal and wheat to the undertaking.

2. Collection and processing of vegetables in green houses after which they are sent off to the market for distribution.

3. Grain handling is completed in a different office. The prepared items are put away in the facilities of the undertaking, after which they are offered to the populace in different sources of Ternopil district and Ukraine.

“The condition for the further advancement of the agrarian industry specifically the cereal, wheat, vegetables, and grain is to expand work profitability dependent on the presentation of logical and innovative advancement, utilising more sane techniques for making vegetable items” [13].

“During 2018, the normal number of workers stayed unaltered at 75 individuals, yet in 2019 this figure was lower by 3 individuals and added up to 72 individuals, which contrarily describes the exercises of AC LLC “Slava” for faculty the board. In this manner, we see that the turnover rate in 2019 contrasted with past 2018 expanded by 0.057. The proportion of absolute staff turnover at first in 2018 expanded by 0.071 contrasted with past 2018” [9].

The innovation policy of AC LLC “Slava” is quite typical for most agrarian enterprises in that hemisphere during the last two decades little has been changed in terms of innovation for agrarian enterprises concerning the function of advancement for rural execution and the arrangement of difficulties that emerge. “The view that

strategy may have say for the development of AC LLC “Slava” as an agrarian enterprise is considered immensely in this project” [11].

The primary Aim of this undertaking is to observe and analyse this quickly developing sone of AC LLC “Slava” as an agrarian enterprise and its approach to the public and its competitors. With the direct focus on the questions: What it is?, Why the innovation policy and development strategy is required in AC LLC “Slava” as an agricultural enterprise.

The response to the above inquiry may likewise rely upon what is meant by the term development. “In mainstream it is usually connected with deeply qualified faculty, working in refined conditions, misusing the most recent advances in science, agriculture etc., following the pain of view rural development for AC LLC “Slava” is perceived as the presentation of new arrangement in light of issues, difficulties or openings that emerge in the agrarian as well as monetary climate” [14]. Thus the innovation policy of AC LLC “Slava” is mainly concerned with the amelioration of situations that put the company in distress.

Conclusion of Second Chapter

The purpose of the activity of AC LLC “Slava” is to address social issues in different kinds of agricultural products through its creation and sale, making a profit dependent on the acknowledgment of creation, financial and socio-economic interests of the enterprise through creation, business, intermediary and different exercises in the way and under the conditions set up by the current enactment of Ukraine and the sanction.

The full name of the enterprise Agricultural Limited Liability Company “Slava” (Сільськогосподарське Товариство з Обмеженою Відповідальністю “Слава”) [9].

The abbreviated name: AC LLC “Slava” (СТ ТЗОВ “СЛАВА”).

Location of AC LLC “Slava” : 47632, v. Slobidka, Kozova district, Ternopil region (47632, село Слобідка, Козівський район, Тернопільська обл.).

Hereinafter referred to as the Company, is the legal successor of the rights and obligations of the Open Joint-Stock Company “Agricultural Society for the cultivation of sugar beet seeds Ltd “Slava” and grain

The primary action of AC LLC “Slava” is:

- agricultural production and offer of attractive products and crude materials;
- handling of agricultural products both own creation and bought;
- growing of cereals (except rice), leguminous crops and oil seeds;
- manufacture of sugar;
- growing of vegetables and melons, roots and tubers;
- central repair shop;
- raising of swine/pigs;
- raising of diary cattle;
- breeding other animals;
- production of milk, wheat, grains etc.;
- freight transport by road;
- support of activities for crop production.

The company has service units: fleet; central repair shop; auxiliary productions: mill, grain mill, bakery, shop, bar. There are no branches and subsidiaries. The main customers for the sale of manufactured products in 2019 were: PE “CIS Group”, LLC “Zernosvit”, LLC “AGRARICO”, PE “Zernotik-Plus”.

The main competitors of the company are PJSC "Brodetske" and PJSC “Zhdanivske”. Peculiarities of the company's products: the farm produces several types of products that need to be sold every day: milk and meat, so it is sold at the prices given by processors, not the prices they cost.

The standard evaluation of the serious strength of AC LLC “Slava” is 73 focuses - the most elevated an incentive among contending firms. This pointer permits a pairwise correlation with the serious strength of contenders. Total seriousness is a marker that has an alternate significance. AC LLC “Slava” has limited access to natural resources need to complete certain agricultural processes. This is a weakness for the company.

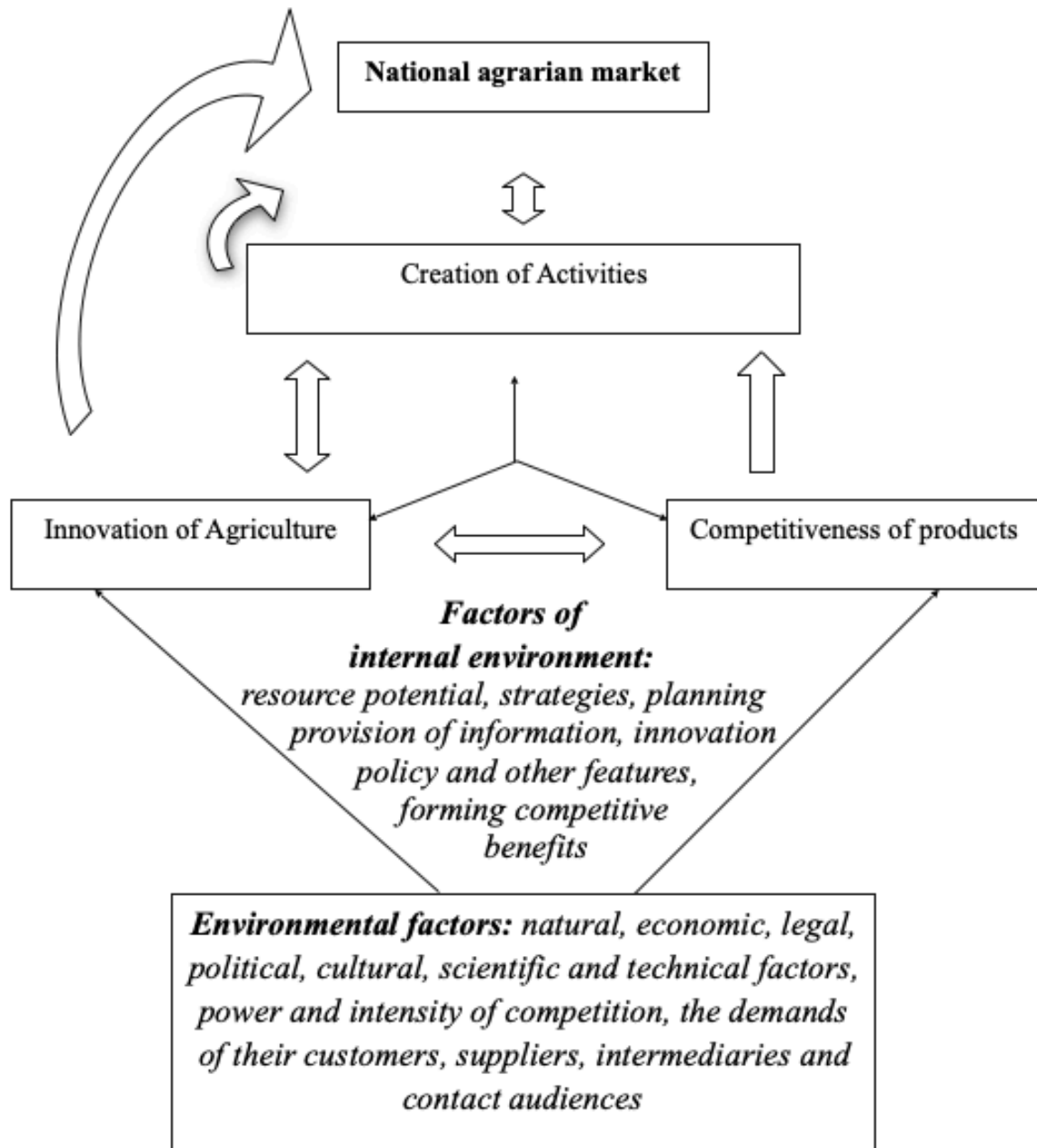
CHAPTER 3. PROJECT AND CALCULATION DIRECTIONS OF IMPROVEMENT POLICY OF AC LLC “SLAVA”

3.1 Creation of new types of activity is an important direction of improvement of the innovative policy of AC LLC “Slava”.

Creation of new types of agrarian activity is dependent on the seriousness of AC LLC “Slava” the seriousness of the agrarian venture is shaped by its objective and emotional stand point both towards the outward and inward factors. The target factors which are brought about by long haul drifts and isn't identified with a particular subject unshakable choice ought to incorporate monetary laws that effectively impact to the advancement (for instance, the law of expanding of profitability, law of interest, and so forth) and by emotional variables are those whose activity is an immediate aftereffect of cognisant choices had made. “The outer related components that is decide the collaboration of the organisation with the outside (monetary, social, logical, specialised, and so on) climate” [15]. However, interior elements might be characterised as the fundamental highlights of AC LLC “Slava” that separate it separated from the opposition and characterise its imaginative limit.

“The advancement cycle in agricultural creation has its own attributes” [16, p. 93]:

1. An assortment of farming items and prepared items, a huge contrast in innovations of their creation (figure 3.1);
2. A critical contrast in different locales in agro-specialised states of creation;
3. Technology reliance on the common habitat;
4. Scattering of rural creation over wide zones (figure 3.1);
5. “Critical contrast in the time of creation of certain agrarian items” [16];
6. The rejection of rural makers from logical establishments, that produce logical and specialised items;
7. Nonappearance of hierarchical and financial instrument of move of science accomplishments to agricultural producers (figure 3.1).



**Figure 3.1. Levels of innovation activities and impact factors of AC LLC
 “Slava”**

In farming undertakings imaginative cycles that upgrade their intensity, may take the accompanying structures:

1. The presentation into course new, particular from customary, items like yield and animals;

2. Expansion of action (improvement of species and territories that might be related with the customary assembling);

3.The presentation of new strategies and procedures of business (applies to any assembling measures);

4.Interruption on the other, not customary, markets of agricultural items and crude materials;

5.Look for inventive wellsprings of crude materials;

6.Acquaintance of new methodologies with staffing strategy on enlistment, faculty assessment;

7.Change to the powerful instruments of the board;

8.Creating of viable associations with accomplices;

9.Complex handling of crude materials, that proposals to get new items that are sought after on the lookout and simultaneously to spare assets of the organisation;

10.“Creation a shut pattern of creation dependent on agricultural undertakings” [17];

11.Dynamic utilisation of advertising exercises, including proportions of key and strategic showcasing.

“Developments influencing at the seriousness of undertakings arranged by the accompanying highlights” [16]:

- The idea of the relationship: financial, specialised monetary, authoritative, mechanical developments.

- Scattering and impact essential: the executives, creation, specialised and social advancements.

- Subject-content structure: item, cycle and portion advancements.

- Cultivating with variable boundaries.

- Change the guidelines applying manures and lime.

- Planning yields.

- Planning respects stockpiling and protection them.

Showcasing advancements in agricultural incorporate AC LLC “Slava” improving item quality and broadening, new appropriation channels, items, entering new market portions, utilisation of eccentric techniques and strategic promoting instruments.

For subject-content structure to improve buyer properties of merchandise and intensity lead item developments: the change, that have made to the cycles that participate in the organisation – to lessen costs, the expense, improve quality, similar and upper hands, which will be affected by measure advancement. “In agricultural endeavours, it incorporate the utilisation of new kinds of composts, pesticides, plant assortments, elite types of steers, whereby the organisation to another degree of the executives” [18].

The desirability of an investment is directly related to its payback period. Shorter payback means more attractive investments.

The target for this project is to improve the level of agricultural productivity and customer satisfaction, which in turn leads to an increase in general productivity and customer service provided by Ltd “Slava”. The indicator in this case will provide a deduction that helps us understand the feasibility of the project.

The estimated trail period for this project which is time (t) is 2 months, with an initial expenditure of UAH 150 000 towards the satisfaction of agricultural productivity and improvement of customer service, the annual interest rate on these’s funds is 25% which could be paid back at a lesser time in equivalence to the period. The projected returns on investment for the initial phase which is the trial period is about UAH 175 000, after much deductions and proper calculations taking into consideration many variable, presumably the employees are likely to put in more effort towards productivity when contented and relaxed, which will in turn boost the yield of AC LLC “Slava”.

The UAH 50,000 will be used towards:

- Purchase of new production equipments for the enterprise to increase the productivity of the agricultural venture.
- Reduction of waste in produce by procuring pesticides and disinfectants.
- Increase in the staff to facilitate and improve delivery of agricultural produce and services

New equipments:

- Machinery for land cultivation

- Cultivation of new acres of wheat grain
- Procuring pesticides and disinfectants to reduce production waste

The estimated cost of these new machinery and cultivation of new acres amounts to UAH 140,000 including delivery

The rest of the expenditure which is UAH 10,000 goes to procuring pesticides and disinfectants for AC LLC “Slava”.

The indicator will be used in three different phases of the project, particularly for monitoring and evaluation of purposes and inclination of success in practicality. At the initial phase the indicator will be used for the purpose of defining how the intervention will be measured i.e the scale in which these proposed increased agricultural productivity plans should be implemented.

Main indicators concerning project:

Net Present Value (NPV): This is defined as the amount of steaming effects (that is, exceeding the results over costs) for the entire estimated project lifetime up to the initial period:

$$NPV = \frac{Pt - IS}{(1 + r)^1} + \frac{Pt - IS}{(1 + r)^2} \quad (3.1)$$

Calculation:

IS - UAH 150 000

Pt - UAH 175 000

r - 25%

t = 2 month

Note: r should be transferred into index. Therefore $r = 25\%/100\% = 0,25\%$

$NPV = ((175\ 000 - 150\ 000)/(1 + 0,25)^1) + ((175\ 000 - 150\ 000)/(1 + 0,25)^2) = 20\ 000 + 16\ 000 = 4000$

NPV = UAH 4000

- Profitability Index (PI) is the revenue per unit of invested money.

$$PI = \frac{\frac{Pt}{(1 + r)^1} + \frac{Pt}{(1 + r)^2}}{IS} \quad (3.2)$$

Calculation:

IS - UAH 150 000

Pt - UAH 175 000

R - 25%

t = 2 years

$$PI = ((175\,000/(1 + 0,25)^1) + (175\,000/(1 + 0,25)^2)) / 150\,000,$$

$$= (140\,000 + 112\,000)/150\,000 = 1,68$$

Note: This means that for every UAH 1 of investment the investor will have an income of UAH 1,68.

• Payback period (PP) in capital budgeting refers to the period of time required to recoup the funds expended in an investment, or to reach the break-even point.

$$PP = \text{SUB} \frac{IS}{Pt} \quad (3.3)$$

Calculation:

IS - UAH 150 000

Pt - UAH 175 000

$$PP = 150\,000 / (175\,000) = 150\,000 / 175\,000 = 0,86.$$

Therefore the Payback period of the investment is 0,86 (which is 52 days) for 2 months, this indicates return on investment and probability for profit all within the trail period of the project, also the break-even point is less than a year from the time of initial investment.

3.2 Changing the priorities of the innovation policy of AC LLC “Slava”

This project, and the common vision for the fate of development that it presents, are supported by broad meeting and exploration. It comprises of:

“Investigate alternatives for recommendation of the advancement framework” [19]

- Manufactured, tried and refined the vision of AC LLC “Slava” agrarian advancement framework through a co-plan measure.

- Tested and refined vision alternatives dependent on experiences picked up structure global contextual analyses and driving practices

- Concurred on a rundown of need centre territories that would illuminate the last vision

Meetings during the project, investigated questions, for example,

- What results should our agricultural industry endeavour towards?
- What markets would it be advisable for us to target?
- How far does the advancement framework's job stretch out to?
- Where along the worth chain should the rural development framework centre around?
- Which skyline should the development framework centre around?
- Where is the concentration for interest in the agricultural advancement framework?

Co-plan measure: during meetings, partners investigated a scope of key decisions and distinguished what they thought ought to be the essential zones of centre for the fate of AC LLC “Slava” rural advancement framework. Also the investigation of the Opportunities and Threats of AC LLC “Slava” is integral.

In the Table 3.1 we give a rundown of chances and dangers to the quick climate of AC LLC “Slava”.

This undertaking additionally analyzed the agricultural advancement frameworks in various different nations to comprehend what could be pertinent to AC LLC “Slava”. The target of this examination was to increase a superior comprehension of:

- The part of advancement in their breeding, planting and freight transportation
- The capacities, approaches, and extraordinary qualities that have added to the achievement of their farming advancement framework
- The critical entertainers in their agrarian advancement framework
- The significance of joint effort to the accomplishment of their advancement framework
- AC LLC “Slava” standing for agricultural advancement nationally.

AC LLC “Slava” innovation catalyst Strategy

Vision: AC LLC “Slava” advancement impetus, teaming up to support AC LLC “Slava” development execution

Table 3.1

Opportunities and threats of the immediate environment of AC LLC “Slava”

Factors	Score in points	Possible appropriate options for action of enterprise
<u>Opportunities</u>		
1. Opportunities to expand sales of agricultural products	5	Expansion of agricultural production and sales
2. Stability of the competitive environment	3	Increasing consumer dependence from the enterprise
3. Weakening of suppliers	3	Ability to purchase from other interested suppliers
<u>Threats</u>		
1. Increasing competitive pressure	5	Reducing prices, reducing production and administrative costs
2. Reduction of production income	2	Reduction of production and sales of agricultural products
3. Reduction of the market of domestic agricultural products	5	Increasing attention to the busy segment

Mission: Create advantage for AC LLC “Slava” through significant science and innovation

Strategic actions:

- Client first: Create further advancement associations with our clients and needs the most elevated worth speculations

- National viewpoint, public advantage: Deliver availability to the worldwide science, innovation and advancement outskirts just as access new business sectors for AC LLC “Slava” development

- Coordinated effort centre: Integrate the best answers for our clients, increment the adaptability and upgrade AC LLC “Slava” development execution

- Advancement development: Increase our ability to help rethink existing ventures and make new enterprises for AC LLC “Slava” and convey public great
- Magnificent science: Create advancement innovation and information and be a confided in consultant for AC LLC “Slava”.
- Wellbeing, security and climate: Enhance staff security and prosperity and further our goal towards zero damage
- Incorporation, trust and regard: Fully empower and uphold the advancement limit of our innovative individuals and groups to make hazard and convey to clients
- Convey on duties: Enhance our nimbleness, monetary supportability and ability to react at the speed of business.

Prosperity through Innovation

Vision: Innovation and Science AC LLC “Slava” vision for the closest future is that AC LLC “Slava” will be checked inside the top level of development agricultural enterprise.

Five goals are set out:

- Training: Respond to the changing idea of work by furnishing all AC LLC “Slava” employees with abilities pertinent to agriculture
- Industrialisation: Ensure AC LLC “Slava” progressing success by invigorating high development firms and raising profitability
- Management: Become an impetus for advancement and be perceived as a national innovator in creative help conveyance
- Exploration and Development: Improve viability of agribusiness by expanding interpretation and commercialisation of examination
- Culture and Ambition: Enhance the public culture of development by dispatching yearning National Missions.

Empowering advanced farming in AC LLC “Slava”

This task subtleties 11 proposals to accomplish the future condition of advanced agribusiness in AC LLC “Slava”:

- Build up a Data Management Policy for AC LLC “Slava” Digital Agriculture

- Build up a deliberate Data Management Code of Practice and a Data Management Certification of Accreditation Scheme

- Strategy and venture to improve broadcast communications to ranches and rustic organisations

- Create Agricultural Strategy's and execution guide

- Huge Data Reference Architecture and Data Management Implementation Plan

- Build up, survey, and refine essential informational indexes

- Build up a Digital Agriculture Taskforce for AC LLC “Slava”, to convey results

- Give instruction and limit working to increment advanced proficiency in the farming area

- Build up standard and robotise information assortment including for administrative consistence exercises

Planning ahead, there is open door for AC LLC “Slava” farming advancement to modernise and accomplish more prominent and more assorted results from interest in development, to embrace a more organised way to deal with react to future chances, dangers and patterns and to more readily situate AC LLC “Slava” as a national pertinent agrarian development framework.

After implementation of the proposed project to improve situation of innovation management at AC LLC “Slava”, three tools and methods have been used to estimate changes in value of money considering time factor and also to make calculations for analysis. I am confident that after proper implementation of the proposed project AC LLC “Slava” will have a boost in the rate of productivity if the initial investment funds are paid off timely with the proper interest, as well as satisfied customers.

3.3 The improvement of investment mechanisms in the innovation policy of AC LLC “Slava”.

Inventive improvement of the agrarian area of the economy relies upon the speculation of the principle parts of agribusiness. “Making conditions for agricultural equilibrium will expand the business movement of farming makers because of the

focused on impact of total components (venture, advertising, creation, and so forth) to guarantee the improvement of their financial, speculation, and advancement potential” [19].

Proposal for Improvement of investment mechanisms in the innovation policy of AC LLC “Slava”

The elements of improvement of the innovation policy aimed at reducing the production and sales cost at AC LLC “Slava” isn't the main thing that has been examined during the investigation of speculation uphold. Likewise, the proportion of marketing and economic markers portraying the level of unpredictability of the speculation movement of the agrarian area was broke down (Table 3.2).

Table 3.2

Procedures to ameliorate innovation policy aimed at reducing the production and sales cost at AC LLC “Slava”

No.	Factors Scheme Innovation policy	Procedures to ameliorate the Factors Schemes and Innovation Policy
1.	F u n c t i o n o f innovation policy	Improving the management of marketing and economic activity in order to lower production and sales costs
2.	Methodology of innovation policy	Activity scheme formation for marketing department, and economisation of production and sales costs
3.	Communication at AC LLC “Slava”	Establishing good relationship with suppliers
4.	M a n a g e m e n t i n n o v a t i v e decision	Making a consensual management decision to change the supplier in order to reduce production and sales costs
5.	Organisational modification	Change of suppliers Change of equipments parts, preferably from other regions of Ukraine to moderately increase production in AC LLC “Slava”

Subsequently, speculation uphold for development of sales management ignorer to broaden the market, potential venture openings and the probability of accomplishing a positive last objective of the inventive action of an agricultural producer are establish in (Table 3.3). To make good conditions for advancement and speculation improvement of the creative action of agricultural producers in AC LLC “Slava”, it is important to limit the budgetary dangers of agribusiness that keep down expected financial specialists. Measures for the budgetary improvement of the agrarian area should turn into a need in the state agrarian approach.

Table 3.3

Directions to improve the innovation policy of AC LLC “Slava” in order to increase sales revenue

No.	Factors Scheme Innovation Policy	Procedure to ameliorate the Factors Schemes and Innovation policy
1	Function of innovation management	Enhance sales management in order to broaden the market
2	Methods of innovation management	<ul style="list-style-type: none"> - Creating implementation schemes in the local markets; - Stipulation of the Director of Sales on the sale of theses products; - Stipulation on the issuance of bonuses for successful completion of the task
3	Communication at AC LLC “Slava”	Networking with potential buyers
4	Management decisions	Making management decisions on product sales.

Further perpetual, advancement of AC LLC “Slava” agribusiness is conceivable just based on the compelling creative venture of agricultural ware producers gainful movement. Farming at AC LLC “Slava” has likely opportunities for the improvement of the opposition positions on agricultural business sectors.

Conclusion of Third Chapter

In the third chapter of this project which is the design recommendation part, the creation of new types of activity for AC LLC “Slava” was discussed, it was established that it is an important direction of improvement of the innovation policy of AC LLC “Slava”. The creation of these new activities is dependent on the seriousness of AC LLC “Slava” and the seriousness of the agrarian venture is shaped by its objective and emotional stand point both towards the outward and inward factors. An advancement cycle and farming undertaking as well as designs to improve the innovation policy were provided in the first part of this chapter including calculations of all payback for investment proposals.

To change the priorities of the innovation policy of AC LLC “Slava” alternatives for recommendation of the advancement framework were investigated. A hope of key decisions were also investigated and it was distinguished what ought to be the essential zones of production for the fate of AC LLC “Slava” rural advancement framework. Also the Opportunities and Threats of AC LLC “Slava” were determine in the second part of this chapter.

The final part of the third chapter evaluates and establishes the improvement of investment mechanisms in the innovation policy of AC LLC “Slava” and recommendations for innovative improvement of working conditions and motivation, management and marketing actives were provided for AC LLC “Slava”.

4. OCCUPATIONAL SAFETY IN EMERGENCY SITUATIONS IN AC LLC “SLAVA”

4.1 Labor protection

Labour protection within AC LLC “Slava” is a field worried about the security, wellbeing, and generally assistance of individuals at the company. These terms additionally allude to the objectives of this field, so their utilisation in the feeling of this article was initially a shortened form of word related wellbeing and wellbeing program/division and so forth. "The objective of a word related security and wellbeing program is to encourage a protected and sound word related environment. Labour protection likewise ensures all the overall population who might be influenced by the word related environment” [20].

In precedent-based law locales, bosses have a precedent-based law obligation to take sensible consideration of the security of their employees. Statute law may, furthermore, force other general obligations, present explicit obligations, and make government bodies with forces to control word related wellbeing issues: subtleties of this differ from ward to purview.

Agricultural workers are regularly in danger of business related wounds, lung sickness, commotion initiated hearing misfortune, skin illness, just as specific malignant growths identified with substance use or delayed sun introduction. On industrialised farms, wounds much of the time include the utilisation of agricultural hardware. The most widely recognised reason for deadly rural wounds in the Ukraine is work vehicle rollovers, which can be forestalled by the utilisation of turn over security structures which limit the danger of injury on the off chance that a farm hauler rolls over. Pesticides and different synthetics utilised in cultivating can likewise be perilous to specialist health, and labourers presented to pesticides may encounter ailments or birth defects. As an industry where families, including kids, ordinarily work close by their families, agriculture is a typical wellspring of word related wounds and ailments among more youthful workers. Common reasons for lethal wounds among youthful homestead labourer incorporate suffocating, hardware

and engine vehicle-related mishaps. Impacts on broad wellbeing. A few individuals from people in general have credited a diffuse assortment of manifestations to low degrees of presentation to electromagnetic fields at home. Announced manifestations incorporate cerebral pains, tension, self destruction and sorrow, sickness, exhaustion and loss of charisma. Until this point, logical proof doesn't uphold a connection between these manifestations and presentation to electromagnetic fields. "Probably a portion of these medical issues might be brought about by commotion or different components in the climate or by uneasiness identified with the presence of new advances" [21].

"Electromagnetic fields and malignancy. Notwithstanding numerous investigations, the proof for any impact remains exceptionally dubious" [22]. Notwithstanding, plainly in the event that electromagnetic fields do affect disease, at that point any expansion in danger will be tiny. Various epidemiological investigations recommend little expansions in danger of youth leukaemia with presentation to low recurrence attractive fields in the home. In any case, researchers have not for the most part reasoned that these outcomes show a reason impact connection between presentation to the fields and sickness (instead of ancient rarities in the examination or impacts irrelevant to handle introduction). To a limited extent, this end has been reached on the grounds that creature and research centre investigations neglect to show any reproducible impacts that are predictable with the theory that fields cause or advance malignancy. Huge scope contemplates are in progress in a few nations and may help settle these issues.

4.2. Increasing the reliability of the agricultural company during emergencies.

Emergency Safety is an arrangement of hierarchical and specialised measures and instruments that shield individuals from hurtful and hazardous flow electric curve, electromagnetic field and friction based electricity. Electric flow that goes through the body, causes warm, electrolytic, natural and mechanical activity. Warm impact of electric flow causes skin consumes, warming to a high temperature of

veins, nerves, heart, mind and different organs that are on the flow way, and causes them genuine useful problems. Electrolytic impact of electric flow shows up in the electrolysis (deterioration) liquids, including blood. Natural impact of electric flow shows up in the incitement and energy of living tissues, bringing about the noticed convulsive muscle compressions that can prompt respiratory capture, the breakdown of tissues and organs, separation of appendages, fits of the vocal ropes. Mechanical impact of electric flow is apparent in tissue detachment and seclusion even in parts of the body. Individuals are harmed when they become part of the electrical circuit. “People are more conductive than the earth (the ground we remain on) which implies if there is no other simple way, power will attempt to course through our bodies”c [22].

A few different ways to forestall these mishaps are using protection, guarding, establishing, electrical defensive gadgets, and safe work rehearses. “Separators, for example, glass, mica, elastic, or plastic used to cover metals and different transmitters help stop or decrease the progression of electrical flow” [26]. This forestalls stun, flames, and short-circuits. Guarding includes finding or encasing electric gear to ensure individuals don’t incidentally come into contact with its live parts. Viable guarding requires hardware with uncovered parts working at 50 volts or more to be set where it is open just to approved individuals qualified to work with it. Suggested areas are a room, vault, or comparable nook; an overhang, exhibition, or raised stage; or a site raised 8 feet (2.44 meters) or more over the floor. Solid, lasting screens additionally can fill in as viable gatekeepers.

“Obvious signs must be presented at the passages on electrical rooms and likewise monitored areas to make individuals aware of the electrical risk and to restrict section to unapproved individuals” [28]. Signs may contain “Risk”, “Cautioning” or “Alert” and underneath that, fitting succinct phrasing that alarms individuals to the peril or gives a guidance, for example, “Threat/High Voltage/Keep Out”.

CONCLUSION

In the presented master's thesis the theoretical methods, concepts, functions and principles, and practical aspects of the innovation policy of an agricultural enterprise AC LLC "Slava" are established as well as proposals for development of the company are included to improve the innovation policy of the agrarian enterprise AC LLC "Slava" (hereinafter – the Company).

In the first chapter of the master's thesis, which is the theoretical part, details about the innovative policy of an agricultural company including the concepts, principles, methods and functions were discussed. The characteristics of the main vectors of innovation policy of an agrarian enterprise were also provided, it was established that innovation policy is a part of the general policy of the enterprise which defines the purpose, conditions and process of realisation of innovative activity of the enterprise and establishes the order of interaction of scientific and technical, industrial, economic and marketing activity in processes of development and realisation of innovations. Management tools for monitoring the innovation policy of an agricultural company including techniques for agricultural functions were also provided in the first chapter of this project.

The second chapter entails the analysis and research of the innovation policy of AC LLC "Slava". The purpose of AC LLC "Slava" is to address the social issues in different kinds of agricultural products through its own production and sales of these items, making a profit dependent on the acknowledgement of creation, financial and socio-economic interests of the enterprise through creation, business, intermediary and different exercises in the way and under the conditions set up by the current enactment of Ukraine and the sanction.

The main activities of the company are the cultivation of grain and industrial crops. Breeding of cattle and pigs. The main customers for sales of manufactured products in 2019 were PE "CIS Group", LLC "Zernosvit", LLC "AGRARICO", PE "Zernotik-Plus". The main competitors of the company are PJSC "Brodetske" and PJSC "Zhdanivske". The financial potential of AC LLC "Slava" was examined in

this chapter, the degree of productivity of creation assist for production and sales were surveyed to recognise the adequacy of working exercises of AC LLC “Slava”.

In the third chapter of this project which is the design recommendation part, the creation of new types of activity for AC LLC “Slava” was discussed, it was established that it is an important direction of improvement of the innovation policy of AC LLC “Slava”. The creation of these new activities is dependent on the seriousness of AC LLC “Slava” and the seriousness of the agrarian venture is shaped by its objective and emotional stand point both towards the outward and inward factors. An advancement cycle and farming undertaking as well as designs to improve the innovation policy were provided in the first part of this chapter including calculations of all payback for investment proposals.

To change the priorities of the innovation policy of AC LLC “Slava” alternatives for recommendation of the advancement framework were investigated. A hope of key decisions were also investigated and it was distinguished what ought to be the essential zones of production for the fate of AC LLC “Slava” rural advancement framework. Also the Opportunities and Threats of AC LLC “Slava” were determine in the second part of this chapter.

The final part of the third chapter evaluates and establishes the improvement of investment mechanisms in the innovation policy of AC LLC “Slava” and recommendations for innovative improvement of working conditions and motivation, management and marketing actives were provided for AC LLC “Slava”.

Also proper percussions have been taken against hazards and systems failures during utilisation of the topology, to ensure the safety of the worker of AC LLC “Slava” it has been established that certain warning signs are required near the heavy machinery and also protection kits should be provided for the employees to prevent hazardous incidents. It is quite possible to search for diagnostics for minor issues in the theoretical part of the thesis and also develop solutions from knowledge acquired through this research.

REFERENCES

1. Eden J., Fagerberg J., Josef Schumpeter Innovation policy: What, why, and how. URL: https://www.researchgate.net/publication/315498355_Innovation_policy_What_why_and_how.
2. Faure G., Chiffolleau Yu., Goulet F., Temple L., Touzard J-M. Innovation and development in agricultural and food systems. France, 2018. URL: <https://agritrop.cirad.fr/589862/1/ID589862.pdf>
3. Fedyshyn I.B., Шерстюк Р.П., Мельник Л. М., Innovation policy, management and activities. URL: <https://dl.tntu.edu.ua/bounce.php?course=4608>
4. Abdulhameed Sadiq Abubakar. Directions for improving the innovation of agricultural enterprises // Актуальні задачі сучасних технологій: зб. тез доповідей міжнар. наук.-техн. конф. Молодих учених та студентів, (Тернопіль, 25–26 листоп. 2020.). – Тернопіль : ТНТУ, 2020. – С. 165.
5. Khalatur S., Dubovych O., Puss A. Complex assessment of financial and economic condition of the enterprises of agricultural industry // Інвестиції: практика та досвід. 2019. № 24. С. 84-91.
6. Абдулхамід Садік Абубакар. Розвиток аграрного підприємництва на інноваційних засадах // Маркетинг в умовах розвитку цифрових технологій: матеріали III Всеукр. наук.-практ. інтернет-конф. (30 жовтня 2020 р). Луцьк: ІВВ Луцького НТУ, 2020. С. 93.
7. Rozwadowski R., O'Connell J., Toirov F., Voitovska Ya. The Agriculture sector in eastern Ukraine: analysis and recommendations // Food and agriculture organisation of the united nations. Rome, 2018. URL: <http://www.fao.org/3/i8862en/I8862EN.pdf>
8. Balabanova L., Kryvenko A. Management of enterprises competitiveness based on marketing. Donetsk: DonHUEТym . Tugan -Baranovsky, 2004. 147 p.
9. Berezina L. Innovations of agricultural enterprises: tactical and strategic aspects: Marketing and Innovation Management , 2013. № 4. p.122-132.
10. Vdovenko B. New Projects ecological compatibility system the engine : Journal of the All-Ukrainian modern agro industrialist «Grain», 2012. № 1 (169). p.140144

11. Report on LLC "Slava". URL: <https://youcontrol.com.ua/en/contractor/?id=15715402>
12. Financial information on LLC "Slava". 2018-2019. URL: <https://ring.org.ua/edr/uk/company/30828496>
13. Slava Limited Liability Company general data. <https://inspections.gov.ua/inspection/view?id=1211439>
14. Hayduk V. Factors of competitiveness of business in the commodity markets: Economy and State, 2008. № 3. p. 21-23.
15. Halushko V., Guido van Hulyenbruk, Kovtun O. Fundamentals of Agricultural Economics: Textbook. K.: Higher Education, 2003. 399 p.
16. Mark Elly GPS-Navigation: Journal of the All-Ukrainian modern agro industrialist «Grain», 2012. № 1 (169). p.146 -147
17. Klimenko M., Feschenko V., Voznyuk n. Foundations and research methodology: Manual. K.: Agricultural Education, 2010. 351 p.
18. Retneva A. Innovation as improvement competitiveness factor. URL: <http://www.rae.ru/forum2012/238/2773>
19. Fathutdynov R. Strategic Marketing: Tutorial. Moscow: ZAO «Business School» Intel-Synthesis», 2000. 640 p.
20. Shubravska O. Innovative Transformation agri-food economy: global trends and local realities: Economy and Forecasting, 2010. № 3. p.90-102
21. Economic Encyclopaedic Dictionary. URL: <http://subject.com.ua/economic/slovník/5606.html>
22. Innovative project management. Fedyshyn I.B., URL: <https://dl.tntu.edu.ua/bounce.php?course=4608>
23. Intellectual Property. Nahornyak H.S., URL: <https://dl.tntu.edu.ua/bounce.php?course=555>
24. Андрушків Б.М., Кирич Н.Б., Погайдак О.Б., Шерстюк Р.П. Особливості використання державних важелів управління інноватикою суб'єктів господарювання як інструментом підвищення їхньої

- конкурентоспроможності (європейські акценти) // Теорія та практика державного управління. 2015. Вип. 2(49). С. 1–10
25. Дудкін П. Д., Владимир О. М., Мельник Л. М. Innovation Management / Управління інноваціями. Тернопіль: ФОП Паляниця В.А., 2015. 88 с.
26. Федішин І. Б., Гарматій Н. М. Інвестиційно-інноваційна діяльність підприємств промисловості України // Галицький економічний вісник. – Тернопіль: ТНТУ, 2020. Том 63. № 2. С. 26–34.
27. Нагорняк Г., Усятицький Д. Визначення факторів впливу на інноваційно-інвестиційну діяльність агропромислових підприємств України // Матеріали Четвертої Міжнародної науковопрактичної конференції пам'яті почесного професора ТНТУ, академіка НАН України Чумаченка Миколи Григоровича «Інноваційні аспекти ресурсовикористання» ТНТУ імені Івана Пулюя, (Тернопіль, 27 березня 2015 року) http://elartu.tntu.edu.ua/bitstream/123456789/7608/2/Conf_2015_Nahorniak_G-Determining_of_influence_66-67.pdf
28. Людмила Малюта, Ігор Атаманов Технологія управління інноваційною політикою підприємства Матеріали Всеукраїнської студентської науково-практичної конференції «Теоретичні та практичні аспекти стійкого розвитку економіки України» (м. Чортків, 14–15 листопада 2019 р.). С 325-327