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CLUSTERS AS A FORM OF CENTRALIZATION VEGETABLE MARKET

The article discusses theoretical approaches to the definition of cluster model of regional development. The main characteristics of clusters, a combination that could determine the choice of a certain cluster strategy.

Keywords: *clusters, clustering, cluster association, cluster approach, cluster model.*

Introduction

The course of transformation processes in our country shows that the system needs a comprehensive restructuring and economic relations between all the contracting market. Especially relevant is this subject at the present stage, because Ukraine has a number of measures for integration into the European Union and the WTO. The dominant trend of market relations in most countries is the transition from natural spontaneous exchange processes for their deliberate targeting of the organization. This process is accompanied by formation of various forms of agglomerations and other groups, including the important place occupied by clusters. The formation of clusters is especially relevant for incapable of self-regulation markets, in particular vegetable.

Statement of a problem

The main purpose of this study is to deepen the theoretical interpretation of the nature of clusters, clarify their functions and identify opportunities for their application in the canned-vegetable complex.

Result

Theoretical and methodological foundations are laid clustering publications of local researchers - L. Druhopsky, B. Odyahaylo, S. Sokolenks S. Kravchenko, O. ihrow as well as foreign scientists, among them - M. Friedman (Miyiyiop Rhiesitap), M. Porter and the other in which it is a fact that economic growth is extremely punctual

acter, and in any economically developed countries of the zone of growth zones existing with depression or, at best, a zero growth.

Also cluster approach to study the formation processes of economic competitive- and applied in a number of other theories.

In general, distinguish three widely used definition of clusters, each of which highlights the main feature of its operation: a regionally limited forms of economic activity within related sectors, which are usually tied to specific academic institutions (research institutes, universities, etc.); a narrowly defined sectors, where adjacent stages production process forms the core of the cluster (eg chain "supplier - manufacturer - Client"). By the same category fall and the network that formed around main enterprise (company); economics, defined at a high level of aggregation (eg "global cluster"), or even whole sectors at the highest level of aggregation (such as "cultural cluster").

Cluster association - today is one of the most efficient forms of innovation process of regional development in which market competition is not the individual firms and whole systems, reducing costs through joint technological cooperation between firms. Association of specific economic clusters form a space for the expansion of ideas, free movement of capital and human resources, and thus serve as the structural elements of the global system.

Today in the scientific literature identified seven key characteristics of clusters, combination of which may determine the choice of a certain cluster strategy:

Geography: building a spatial clusters of economic activity, ranging from purely local to the global reality;

Horizontal: a few sectors (sectors) may include a larger cluster;

Vertical: in clusters may be present adjacent stages of production. It is important, who is with network members is the initiator and the ultimate performer of innovation within the cluster;

Lateral: cluster together in various sectors (sectors), which can provide economies of scale, resulting in new combinations;

Technology: a set of sectors (sectors) that uses the same technology;

Focus: the cluster of companies, centered around one center - companies (firms), research institute or university;

Quality: there are important questions not only about whether the enterprise (company) together, but also about how they do it.

The process of implementing cluster model originally used to solve the problem of competitiveness. Now cluster approach used in addressing a broader range of problems including:

As a basis to stimulate innovation;

When analyzing the competitiveness of industry;

.> the basis of national agricultural policies;

During the development of regional development programs;
As a basis for interaction of all forms of entrepreneurship.

Agricultural clusters, as the international practice, is the most effective form of agricultural production. For example, of Denmark in the agricultural sector output is more than all other sectors combined economy is a key position in the consumer market and investment potential. Special role it plays in the dairy sector, which includes its own livestock, service, research centers and technology providers and equipment. Danish Business Development Council, which coordinates the application of clustering has initiated a number of developments in the field, connecting state resources of the Ministry of Business and Industry, Ministry of Scientific Research, Ministry of Education and Ministry of Labor.

One of the main factors for the integration of agricultural enterprises acting joint marketing, which can be characterized as a collective activity that promotes products or services cluster abroad or in the local market. Almost all clusters are organizing or participating in joint trade missions or trade shows and develop some of the industry brochures and materials in the media. Many clusters also seeking grant funds support (from national and international donors to local government) to develop export strategies and international trade in the fields.

In Ukraine, yet examples of agricultural clusters that operate stably. However, already in embryo agricultural clusters, where the integration process was initiated by a joint search for external markets. Thus, the rapid growth of exports of watermelons in 2004 caused only a few co-operative farmers of Kherson, who created a cooperative and jointly developed external marketing channel. Already in 2008 it was reported that Kherson farmers start a new project - export to EU countries clean seedless watermelons.

However, it is important to understand that clustering enables producers of vegetables, not only by promoting their products, but also form an effective system of marketing of each company.

Only under the cluster can be formed marketing structure created to implement the functions of marketing activities of enterprises in the vegetable market on the principles of outsourcing. This approach will enable small farmers to avoid such problems as the growth of conditionally fixed costs relative economic potential of the company. Overall impact of marketing on the effectiveness of their activities. Consider the details. The joint determination of volume and product range that includes the following aspects.

1. Formation of products. Thus, the joint marketing activities of the cluster, you can more accurately predict demand for various types of products and, therefore, clearly shape the range with all the market trends. In addition, agricultural enterprises, to take a leading position in the market and face competition, to continually improve and update the vegetables with a focus

on its ecological safety. The experience of countries with market economies confirms that companies that produce, within five years of the same products and it is not obnovlyuyut, lose their competitive position. U.S. business strategy aimed at developing a short period and introduction to the market new products, five or six years maintained up to 60%. We believe that today in Ukraine is a promising portfolio of production, packaging and freezing of vegetable production. Demand for frozen products will grow because they attract customers: they are easy to prepare, in frozen form, they are even in the off season.

2. Joint planning output. As shown, one of the key problems of effective promotion of vegetable production is the inability to provide the manufacturer to the buyer clearly defined volumes of consistent quality. In a cluster of small producers of vegetables is not only compete, but cooperate. Yes, one small company can not meet the needs of small regional retail food chains, and several partner companies may well conclude contracts and to be predictable and efficient retail partners.

Composite clusters at the regional level in Ukraine must be with the regional development agency, which plays an important role state aid. This is the link connecting the national vision and strategy for economic development and regional capacity, which can lead to real development

Marketing services to the regional management of agriculture and food Mykolaiv region must deal with the forecast of market vegetable production. In the autumn of agricultural producers would be applied to marketing service targets for the production of vegetables for the next year. Specialists Marketing Services to collect, processing and analysis of the planned production of vegetables and their population is to create and maintain a database of producers of vegetables, seed size areas of vegetable crops. Establishment of the database will provide an opportunity to provide recommendations to agricultural producers, the area under the kinds of vegetable crops to increase or decrease.

Marketing Service to prepare daily, monthly and annual reports on market vegetables, which contain not only data on prices and the analysis of markets, and forecast their development. All this will promote population vegetables in the required number and range of pricing optimization and planning pidkompleksu as a whole and each of its businesses - individually contribute to the development of healthy competitive relationship, reducing the chaotic production of goods.

3. Quality products. Cooperation of manufacturers an opportunity to significantly improve product quality through the joint formation of the necessary facilities for its proper handling and storage.

Improving the quality of products now for domestic enterprises is a key objective the maintenance of competitiveness even in the domestic market.

As the market research conducted by us, the vast majority of consumers (98%) already prepared to pay higher prices for vegetables bazaar, especially quality assurance and those that are sorted and sized - 78%. Thus for the most part they would like to price does not exceed marketplace for more than 5-15%.

It should be noted that when the value packed supermarket vegetable production will not exceed the market for more than 25%, then for it to pay 90% of those surveyed - which again shows the importance of packaging for visitors supermarkets. However, consumers are willing to pay more for guaranteed quality of vegetables, and then for their packaging, sorting and sizing. Certainly, in some cases (such as the economic crisis, consumers with low incomes) in the first place when buying vegetables goes low price, but it is important to note that in every kind of vegetables in Ukraine, there are "foreign competitors, often at the same cost is improved and high quality.

Conclusion

Conclusions. In the current market conditions the role of the cluster increases, and most importantly, significantly increases the cost effectiveness of joint product promotion. Because every company is purposefully promotes its own product, and its cluster of positive attitudes which will automatically apply to all manufacturers.

Clustering creates a lot more areas of efficiency of marketing activities of enterprises in the market of vegetables as a result of their integration in the clusters than the formation of a joint marketing channels.

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