

## *Annotation*

**Mazur Y.P., Sokovnina D.M.**

### ***Marketing activities of agricultural enterprises of the region concerning crop production***

*The complexity of agricultural enterprises depends on the climatic conditions, financial support, as well as a low level of training of management in modern economic conditions. The most promising direction of the development of the agrarian business, including modern technologies is the use of the marketing complex.*

*Each of the agricultural enterprises engaged in crop production, supplies the market with only a small portion of the total amount of a certain kind of agricultural products. It creates a high level of competition between crop production producers. However, the effectiveness of the functioning of these enterprises under the same climatic conditions differs significantly. The research showed that economic levers have a significant impact on the profitability of the activities, including marketing activities that are the most important ones, along with a number of agrotechnological factors.*

*The research of the efficiency of functioning of the crop production showed the need to use marketing technologies in the activities of agricultural enterprises in the region to study and develop directions of their further development through the system, the foundation of which is the constant research of the crop production market and obtaining data for further use in modern agribusiness.*

*Analysis of agricultural enterprises of Talne district indicates that marketing functions are carried out primarily by directors who are the actual owners of enterprises. Making decisions they are oriented mainly on their own experience and limited amount of information that comes from different sources and has no regular character. Accordingly, it results in a distorted perception of the market situation and adoption of thoughtless administrative decisions.*

*The marketing complex in crop industry operates irregularly and the research of market conditions is not carried out. Crop production is traditional one. At the same time, the growing demand for organic products is not taken into account.*

**Key words:** *agricultural enterprises, agricultural marketing, crop production.*