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SETTING UP THE STRATEGY OF ENTERPRISE DEVELOPMENT IN THE SPHERE OF CATTLE BREEDING ON THE BASIS OF NETWORK APPROACH

The current state of the cattle rising economic sector is characterized by the set of problems which hinder its long-term and balanced development. The crisis period and its long surmounting caused a range of negative processes at enterprises dealing with manufacturing of cattle breeding products. Particularly, it is necessary to take measures as to increasing production efficiency as well as improving technological processes. It can be done by means of developing new business instruments for interrelation of agricultural goods producers and processing companies that will be adapted to the new market conditions. At present, the necessity to deepen scientific researches occurred. It is essential to develop balanced and efficient strategy for developing cattle rising enterprises on the basis of the network approach. It will provide high competitive performance of

domestic product on internal and international food markets.

The significance of setting up the strategy for enterprise development in the sphere of cattle breeding is provided and the factors of its formation are described. Twenty-three districts of Zhytomyr region, where enterprise activities are connected with meat and dairy products production, are studied; the best possible logistics network for movement of cattle breeding products is defined. Using the theory of network planning the shortest way between the given point and the destination is elicited and the value of delivery capacity in network flows is measured. Measuring the value of the maximum flow in the network and defining the point of processing cattle breeding products gives the possibility to establish the best points for stocking up milk and stations to store and slaughter livestock (minimum distance between cities (districts)).