

підприємства, і залежить від його цілей, завдань та умов функціонування.

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**COMPETITIVE STRATEGIES OF THE ENTERPRISE:
THEORETICAL FUNDAMENTALS**

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The strategy is a set of specific rules and guidelines, compliance with which allows the management of the organization to combine all areas of management (synergy process) and subordinate them to the process of achieving common goals [6]. The strategy is a long-term program of activities of the economic entity, which is constantly monitored, evaluated and adjusted in the process of implementation.

In our opinion, strategic management is the main possible tool to ensure the appropriate level of efficiency, and the successful application of the mechanism of generation and implementation of strategies depends, in fact, the competitive development of agricultural enterprises [5]. The generalization of the existing theoretical provisions to determine the essence of the economic category "strategy" makes it possible to propose the following interpretation, which will best match the results of our study. The strategy should not only be singled out as an integrated model of action or a promising detailed project, but used as a tool for long-term specification of the direction of enterprise development, which applies to all areas and means of its production and commercial activities, internal and external relations systems. positions of the enterprise in the selected object market [3].

Competitive strategies are the basis of competitive behavior of economic entities in the market and describe the mechanism for providing competitive advantage. Competitive strategies focus on approaches that can be linked to the management process, which aims to establish and maintain long-term competitive development, a clear market position of enterprises in the selected market in one specific area of business.

Defining the essence of "competitive strategies of the enterprise" by domestic and foreign scientists [4]:

The variety of approaches to defining the essence of "competitive strategies of enterprises" makes it possible to identify the following synonyms:

- business strategy;
- business strategy;
- basic strategy.

However, the current situation in the field of agricultural production, in particular, in the activities of small and medium-sized agricultural enterprises, proves that the theoretical foundations of generating, implementing and implementing competitive development strategies in practice are not yet properly

reflected. This is caused by a number of both subjective and objective factors [2].

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