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## **METHODOLOGICAL FRAMEWORK FOR THE ANALYSIS AND EVALUATION OF FACTORS AND INDICATORS OF COMPETITIVENESS OF PRODUCTION IN THE CEREAL CROPS INDUSTRY**

The article identifies the factors and indicators of the competitiveness of cereal production, its producers and the industry as a whole. The main methods of assessment and ways to achieve. A prominent place is given energy and resource requirements and their standardization in the production process. Considerable attention is paid to the product quality as the main criteria of competitiveness, together with costs and prices.

Increased agricultural production by bringing additional amount of energy is accompanied by increased energy efficiency only up to certain limits, after which further increase the effective use of resource potential may be subject to radical change in the entire set of factors, including through the development of energy-intensive and resource-saving technologies. Equally important in ensuring the efficiency of the agricultural production should recover and increase the competitiveness of agricultural products. The level of competitiveness is characterized by qualitative characteristics (consumer properties), cost and cost of production, other indicators, the analysis of which requires appropriate methodologies. Fully it relates to the production of cereals and cereal products.

One of the most important ways to increase the competitiveness of cereals is to maintain its price advantages, which cost, as the base value prices should be formed based on ensuring the proper income based on actual production costs and an appropriate level of profitability. This

approach is achieved by improving the sectoral structure of economic, scientific and reasonable specialization and concentration of production, increase productivity, efficient use of resource potential. To provide competitive advantages should also consider the impact of the economic environment, thoroughly study the market and consumer needs.

Consequently, the use of analysis of the competitiveness of agricultural products will enable each agricultural producers clearly define the strategy and tactics to achieve the highest business efficiency. Thus, the development of methodological approaches to evaluating the effectiveness of grain production should provide differentiation indicators of grain industry at the macro and micro levels for systemic symptoms.

Methodical bases assess the effectiveness and competitiveness of cereal contains a variety of methods and techniques suitable for the research, selection, verification and confirmation or denial of certain trends, patterns and hypotheses. The main, thus, can not be considered or market methods nor general scientific nor traditional. The feasibility of using each method is conditioned by its suitability in each situation. Of primary importance to any entity or individual market economy has product competitiveness concept that determines the feasibility of its existence, the duration of the life cycle and overall performance compared to other subjects and products.