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FORMATION OF INVESTMENT POTENTIAL AS AN IMPORTANT PRECONDITION FOR ECONOMIC SAFETY GROWTH IN AGRICULTURAL ENTERPRISE

An important criterion for the effective functioning of an agrarian enterprise is the level of its security, which is a set of techniques and methods for neutralizing potential dangers and threats and creating prerequisites for ensuring effective activity and economic development in accordance with the developed strategy of the enterprise.

The level of economic security of an agrarian enterprise significantly depends on the investment capacity of the management to form its system. Formation of investment potential of agrarian enterprises in the modern market environment is very slowly and clearly inadequate to ensure the normal development of economic processes.

Agriculture receives only 2-3% of foreign investment, which is several times less than the food industry. The agricultural sector is considered inadequately attractive in terms of investment. The main reasons of unattractiveness are seasonality of production, low turnover of capital, low capital productivity. Therefore, it should be borne in mind that this industry will form less powerful investment potential and, consequently, a lower level of economic security than other sectors of the national economy.

Despite the existing disparity in the distribution of investment funds between the branches of the national economy, priority development should be given to the branches of production that are basic in the functioning of a healthy economy and provide a high level of its economic security. So today, one of the priority sectors in the Ukrainian economy is the agro-industrial complex. This is a strategic direction, a vital problem in support of food security of the state. It provides the population with food, and light

and food industry, which is regarded as raw materials. The priority is determined by the fact that, firstly, a leading place in goods consumption belongs to food, clothing, shoes and, secondly, Ukraine has certain resources for goods production development, in particular, fertile black earth. At the same time, the agrarian sector is a producer of finished products and a supplier of raw materials for processing enterprises, which contributes to the increase of food supply potential and economic security of the regional agro-industrial complex.

Concurrently, the development of agro-industrial complex largely depends on the level of production of agricultural machines, mineral fertilizers, storage of products and capacities of the manufacturing industry.

Stable and effective development and security of agrarian business recently and in the future depends on solving a number of urgent issues: accelerated investment of the agrarian sector of the economy by introducing effective mechanisms for attracting money from the population; creation of favorable conditions for domestic and foreign investments; creation of special lending institutions for servicing agricultural producers (credit cooperatives, leasing, factoring companies, etc.); expansion of the scope of the use of venture capital; development of the mortgage lending system; implementation by the state of effective budget support in the direction of allocating agricultural enterprises on a competitive basis, public investment; creation of market infrastructure; optimization of preferential taxation with reduction of tax burden for agricultural producers.

Recent effective functioning and development of agriculture is possible only in the context of increasing investment potential, increasing the size of investment income, as well as diversification and concentration of their sources. Technical and technological modernization can be possible due to the increase of productivity and economic efficiency of agrarian production. The restoration of a complete investment process in the agro-industrial complex is an important component of its integrity and balance, contributes to ensuring a high level of its economic security.