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MANAGEMENT OF GRAIN QUALITY IN ENSURING COMPETITIVENESS OF AGRICULTURAL ENTERPRISES

The article substantiates the principles of grain quality management model formation focusing on modern stage of agricultural enterprises development. The quality management process and its specificity in grain production are analyzed. It investigates the perspectives of devising the enterprise management mechanism on the basis of grain quality increase. The state of up-to-date grain market of Zhitomir region under the effect of competition strengthening on the basis of quality is represented. The recommendations concerning the providing of grain quality management systems efficiency applied and forming of efficiency of development model based on the quality management systems transformation. The strategies of development of enterprises of the industry are developed on the basis of improvement of the system of grain quality management.

Key words: management, quality, grain, competitiveness, effectiveness, enterprise development strategy.