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INTRODUCTION OF THE BUSINESS PLANNING PRINCIPLES IN COOPERATIVE ACTIVITIES: THE PRACTICAL ASPECT

The article is devoted to the establishment of agricultural service cooperative with the goal of Levkov village Zhitomir region small-scale producers integration. The paper substantiates the specifics of the service cooperatives in general and the cooperative “Gospodar” in particular, as well as the peculiarities and tendencies of its development. The benefits for the members of agrarian serving cooperation in case of the project implementation are being studied. The logistical support of the proposed cooperative is justified and calculated, as well as financial instruments for its implementation. The perspectives of cooperative activities for private farms owners are established.

**Keywords**: private households, agricultural service cooperatives, small-scale producers