Technique of Competitiveness Determination for Separate Types of Agricultural Products for the Purpose of their Market Positioning on the Example of Vegetable Growing

G G Kryuchkov¹, M S Iurkova¹, E A Lihovtsova²

¹Volga Research Institute of Economics and Organization of Agro-Industrial Complex (VRIEOAIC), Saratov, Russia,
²Saratov State Agrarian University named after N.I. Vavilov, Saratov, Russia

E-mail: djoker2333@yandex.ru, marina-mss@mail.ru, lena.lea1981@mail.ru

Abstract. Despite variety and diversity of concepts and scientific approaches to determination of essence and factors (criteria) of competitiveness, there is no conventional and unite theory describing a competitiveness phenomenon in national scales. In scientific literature the final formation of the term “competitiveness” as economic category is not completed yet. In modern conditions of managing, at opportunities of information technologies and entry into the international markets, questions of management of competitiveness and the competition and also market positioning for the agrarian and industrial complex enterprises gain the increasing importance and need. In particular it concerns also need for transition to digital economy for regions, introduction of environmental standards of production of food and also ensuring necessary level of food security, quality of life and social and economic welfare. In a research the technique of determination of competitiveness of different types of agricultural production on the basis of the complex assessment considering the cumulative importance of the parameters (factors) defining specifics (branches), and exerting the main impact on production efficiency on the example of vegetable growing of the open ground is developed and approved. Various channels of realization of agricultural goods in the regional market, from the point of view of merits and demerits for the enterprises of various legal forms was analyzed. The effectiveness of branding as the important marketing tool promoting creation of competitive advantages at a conclusion of production of agrarian and industrial complex for new segments of the market is reasonable.

1. Introduction
The agrofood market of the Volga region as Basic Element of ensuring food security of the country, shows quite steady growth in recent years, but rates of this growth restrain the low level of solvent demand of the population, limitation of the range of the made agricultural production, inefficiency of system of communications and interactions between producers and processors of agricultural production, raw materials and food. Among urban population services of large retail chain stores where import vegetable production and potatoes are presented during the whole year in the washed-up, sorted, packaged and packed look enjoy the increasing popularity. Local vegetable growers practically have no possibility of realization of vegetables by means of large retailers because of a lack of funds for acquisition of the expensive specialized equipment for pre-sale preparation of production [1, 2].
It is need high adaptability to the changing external economic conditions, susceptibility to innovative methods of managing is necessary for sustainable development of the agrarian sector at the present stage.

The main mechanism of functioning of the market in world economy is the competition. Before application of sanctions for export and import of agricultural production Russia, without speaking about exotic fruit, took the leading positions among the countries of the world on import of fowl, pork and beef. It is known that when importing 25 and more percent, the country loses food independence on this product therefore the problem of steady growth, uses of reserves of competitive advantages has not only economic, but also political value.

In the Federal Law "About Protection of the Competition" legal bases of suppression of monopolistic activity and unfair competition are defined [3]. At the same time production of the Russian producers is often noncompetitive similar import as domestic experts do not own bases of marketing and competition.

2. Relevance, the scientific importance of the question with the short review of literature

The relevance of a research is defined by the purposes and problems of a vector of development of the Russian economy towards realization of policy of import substitution and increase in competitiveness of domestic agricultural production in the conditions of various economic sanctions, the ban on delivery of production and system crisis in agrarian and industrial complex. In this regard definition of major factors of influence on increase in competitiveness of production gains special importance.

As practice shows, it is difficult to Russian agricultural producers to counteract foreign colleagues whose share in the Russian market of vegetables promptly increases. Today, on the market of the Volga region cheaper import production which is beating down the prices and reducing the level of profitability of the local enterprises actively moves ahead.

Theoretical concepts are diverse and versatile. However there is no conventional theory explaining competitiveness in national scales. M. Porter [4], noting this circumstance, comes to a conclusion that (and even only reasonable) for creation of such theory the concept of productivity including as a target determinant achievement and deduction of rather high welfare of the population of the country on the basis of increase in productivity of all factors of production has to be the most preferable. Despite the frequent use of the term "competitiveness" in scientific literature, its final formation as economic category completely is not completed. So, G.L. Igolnikov, E.G. Patrusheva as competetiveness of the enterprise understand complex of the interconnected economic factors, influencing which it is possible to reach competitive advantages in a certain market. And L.S. Shekhovtsova [6] considers that competitiveness – ability to perform the functions with the required quality and cost in the conditions of the competitive market. Many authors directly coordinate the concepts "competitiveness" and "quality", and other universal criterion of the universal benefits consider only the price or cost. The listed above concepts objectively ask a universalization of the general criterion of determination of competitiveness, for convenience of comparison of processes in various branches.

Questions of the theory of the competition as the system phenomenon characteristic of market economy, are reflected in J. Robinson [7] works "The economic theory of the imperfect competition" and E. Chamberlin [8] "The theory of the monopolistic competition". Provisions of the concept of the new theory of management of competitiveness and the competition are offered by R.A. Fatkhutdinov [9], he suggests to consider innovative economy which purpose is improvement of quality of life of the population on the basis of increase in competitiveness of various objects and efficiency of an economic complex. According to him, the theory of the competition should not be considered only as price and not price between goods, and it needs to be supplemented with other characteristics from legal, tax, financial and credit systems, etc.

Consideration of competitiveness of the enterprise as to system category is offered by E.A. Hartman [10]. She defines competitiveness of the enterprise as the system containing continuously interacting factors and the characterizing extent of realization of potential opportunities of the enterprise to get and hold competitive advantages during rather long period.
Most of the Russian scientists-economists consider fundamental factors of competitiveness at the same time quality, the price, a situation in the market and consumer properties [11,12,13,14,15,16,17]. At the same time many scientists add also influence of costs of production and services [18,19,20].

Despite such extensive number of definitions, the methodology of determination of competitiveness, including in the sphere of production of agricultural production, finally did not develop. A.V. Chernikov, considers that this circumstance is explained by lack of the methodical and methodological approaches caused by existence of different positions of scientists [21].

3. Problem definition
It is necessary to develop and approve a technique of determination of competitiveness of production on the example of branch of vegetable growing, and also to prove and offer introduction of various tools for increase in competitive advantages of the agrarian and industrial complex enterprises. Researches were conducted on the basis of the agricultural enterprises of various legal forms of the Saratov region. Social and economic, process and functional and legal approaches, set of general scientific methods of theoretical knowledge (scientific abstraction, inductive, deductive, the comparative analysis) and specific methods of scientific research (statistic and economic, monographic, calculating and constructive) and also Methodical ensuring carrying out scientific research of economic problems of development of agrarian and industrial complex of Russia were applied.

4. Theoretical part
The competitiveness in agro-industrial complex, as well as in any other branch, is characterized by a ratio of the price and quality of production. The low price of a product also is higher qualitative characteristics, the level of its competitiveness is higher. Therefore, increase in competitiveness requires improvement of quality of production and decrease in costs of production as their level is a basis of retail prices. Thus, the competitive environment of the market of agricultural production is set of the factors making direct impact on the economic relations arising between participants of this market [22].

Consideration of an agricultural producer as the market subject, and his allocation among the mass of similar in the conditions of the competition, will promote increase in demand for its production, attraction of investments and increase in efficiency of its functioning and development. One of the most mobile and low-cost instruments of allocation of the subject of the market at the regional level is creation and management of a brand which represents the system of the characteristics distinguishing a subject of the market from others in consciousness of the consumer [23].

In our vision, branding is a process of creation of a symbolical image (brand) for group of goods of a certain seller. The symbolical image presented as in the form of a letter (abbreviation), a word, a phrase, the image, a symbol, and a graphic object has to provide bright advertizing of production in separately taken market segment. Creating own brand, producers of agricultural production will be able to break the growing imbalance in the relations with large trade partners.

Branding creates consumer demand that gives to producers certain levers in negotiations with retailers. Retail chain stores are ready to cooperate with the checked by time, reliable partners who provide the uninterrupted deliveries of production which are in steady demand and permanently quality. Therefore in the conditions of competition branding of production is the sign of recognition promoting increase in popularity of the offered range, involvement of new clients and investments.

5. Practical importance, offers, results of pilot studies
As a result of the conducted research when determining competitiveness on the example of vegetable growing of the open ground, we considered that the dominating factor in assessment of competitiveness of local producers are indicators of their technical and economic efficiency as it is not possible to consider the price level determined by solvent demand which has to be among significant factors in the conditions of the existing inflation.
The Volga Federal District, according to Office of National Statistics of the Russian Federation produces about 22.2% of all vegetable production of the country, the leading positions are taken here by the Saratov region, providing 14.0% of production in the district. During 2011 - 2017 positive dynamics was outlined in production of vegetable production of area - acreage increased by 5.2% that in total with growth of productivity promoted increase in gross collecting by 18.3%. In 2017, in the region 478.9 thousand tons of vegetables and melon (fig. 1) were collected.

![Graph showing production of vegetable production in the Saratov region for 2011-2017.](image)

**Figure 1.** Production of vegetable production in the Saratov region for 2011-2017.

The analysis of the tendencies reflecting financial and economic position of the economic entities cultivating vegetables of the open ground in the Saratov region showed that in general on area the number of the farms receiving a loss from cultivation of these cultures is a little more than 10%. Level of profitability of production of vegetables of the open ground is 36.4% on average in area.

Own production of vegetables in the region allows to take out 27% of all made production to other regions, at the same time completely providing own needs of the population. However the share of the agricultural organizations makes only 25.3% of all volume of the made production of vegetable growing, at the same time vegetables of the open ground in structure of production of vegetable production make 58.6%.

When calculating the cumulative importance of the parameters exerting the main impact on production efficiency of agricultural production was considered by us is an efficiency of the cattle or the earth and prime cost of a unit of production. It is known that at very low prime cost and high productivity the insignificant volume of the made production influencing the absolute extent of profitability does it noncompetitive therefore as a key indicator the output is taken.

The competitiveness of agricultural production in the regional market is calculated on the example of vegetables of the open ground.

At the first stage the correlation and regressive dependence between the output, on the one hand, productivity and prime cost, with another is defined. Thus, on the enterprises cultivating vegetables of the open ground where the studied set included 19 organizations, the equation of regression has an appearance:

\[ y = -5301.89 + 122.5848 x_1 - 10.4583 x_2, \]

where

- \( y \) – the output of vegetables of the open ground, c;
- \( x_1 \) – productivity of c/hectare;
- \( x_2 \) – prime cost of 1 centner of vegetables, rub.
At the second stage of value of independent variables indicators on the concrete enterprises were compared with similar average values on all group. Complex assessment was defined as the sum of the weighed indicators, and competitiveness level – as a ratio of complex estimates (table 1).

**Table 1.** Determination of competitiveness of the agricultural organizations of the Saratov region for production of vegetables of the open ground, (on average for 2016-2017).

| №  | Name of the enterprises | Productivity | Costs | Coefficient for estimating productivity | Coefficient of comprehensive assessment | Coefficient of competitiveness assessment |
|----|-------------------------|--------------|-------|-----------------------------------------|----------------------------------------|------------------------------------------|
| 1  | LLC Evelina LLC Centrovosch LLC Marina-T LLC OVOSHC HI ZAVOR AZHYA HYA | 270,5 | 522,4 | 33164,3 | 5477,9 2 | 27686,3 1 |
| 2  | LLC Razvitiye LLC Agro-Zavolzhye LLC Murmansk y LLC Step-VK CJSC Engelsskoye Semya Zhaylaulov ykh peasant Farm LLC Agrary-2011 LLC Agriya LLC Vit | 150,5 | 889,7 | 18449,0 | 9328,8 0,3 | 9120,2 0,3 |
| 3  | LLC Razvitiye LLC Agro-Zavolzhye LLC Murmansk y LLC Step-VK CJSC Engelsskoye Semya Zhaylaulov ykh peasant Farm LLC Agrary-2011 LLC Agriya LLC Vit | 593,3 | 255,7 | 7273,6 | 2680,9 2,5 | 70052,7 2,5 |
| 4  | LLC Razvitiye LLC Agro-Zavolzhye LLC Murmansk y LLC Step-VK CJSC Engelsskoye Semya Zhaylaulov ykh peasant Farm LLC Agrary-2011 LLC Agriya LLC Vit | 275,0 | 531,8 | 33710,8 | 5576,3 1,02 | 28134,5 1,02 |
| 5  | LLC Razvitiye LLC Agro-Zavolzhye LLC Murmansk y LLC Step-VK CJSC Engelsskoye Semya Zhaylaulov ykh peasant Farm LLC Agrary-2011 LLC Agriya LLC Vit | 261,2 | 1700,4 | 32021,2 | 17829 0,5 | 14192,2 0,5 |
| 6  | LLC Razvitiye LLC Agro-Zavolzhye LLC Murmansk y LLC Step-VK CJSC Engelsskoye Semya Zhaylaulov ykh peasant Farm LLC Agrary-2011 LLC Agriya LLC Vit | 30,0 | 228,9 | 3677,5 | 2399,9 0,04 | 1277,6 0,04 |
| 7  | LLC Razvitiye LLC Agro-Zavolzhye LLC Murmansk y LLC Step-VK CJSC Engelsskoye Semya Zhaylaulov ykh peasant Farm LLC Agrary-2011 LLC Agriya LLC Vit | 147,1 | 28,1 | 18029,6 | 294,2 0,6 | 17735,4 0,6 |
| 8  | LLC Razvitiye LLC Agro-Zavolzhye LLC Murmansk y LLC Step-VK CJSC Engelsskoye Semya Zhaylaulov ykh peasant Farm LLC Agrary-2011 LLC Agriya LLC Vit | 147,1 | 43,1 | 18029,6 | 451,5 0,6 | 17578,1 0,6 |
| 9  | LLC Razvitiye LLC Agro-Zavolzhye LLC Murmansk y LLC Step-VK CJSC Engelsskoye Semya Zhaylaulov ykh peasant Farm LLC Agrary-2011 LLC Agriya LLC Vit | 50,0 | 145,4 | 6129,2 | 1524,56 0,2 | 4604,64 0,2 |
| 1  | LLC Razvitiye LLC Agro-Zavolzhye LLC Murmansk y LLC Step-VK CJSC Engelsskoye Semya Zhaylaulov ykh peasant Farm LLC Agrary-2011 LLC Agriya LLC Vit | 329,7 | 649,4 | 40423,8 | 6809,0 1,2 | 33614,8 1,2 |
| 2  | LLC Razvitiye LLC Agro-Zavolzhye LLC Murmansk y LLC Step-VK CJSC Engelsskoye Semya Zhaylaulov ykh peasant Farm LLC Agrary-2011 LLC Agriya LLC Vit | 160,7 | 89,5 | 19705,8 | 938,4 0,7 | 18767,4 0,7 |
| 3  | LLC Razvitiye LLC Agro-Zavolzhye LLC Murmansk y LLC Step-VK CJSC Engelsskoye Semya Zhaylaulov ykh peasant Farm LLC Agrary-2011 LLC Agriya LLC Vit | 100,0 | 380,0 | 12258,5 | 3984,4 0,3 | 8274,1 0,3 |
| 4  | LLC Razvitiye LLC Agro-Zavolzhye LLC Murmansk y LLC Step-VK CJSC Engelsskoye Semya Zhaylaulov ykh peasant Farm LLC Agrary-2011 LLC Agriya LLC Vit | 345,2 | 822,3 | 42313,6 | 8621,7 1,2 | 33691,9 1,2 |
| 5  | LLC Razvitiye LLC Agro-Zavolzhye LLC Murmansk y LLC Step-VK CJSC Engelsskoye Semya Zhaylaulov ykh peasant Farm LLC Agrary-2011 LLC Agriya LLC Vit | 345,9 | 985,9 | 42411,8 | 32073,6 1,2 | 32073,6 1,2 |
Determination of level of competitiveness of the agricultural organizations for production of vegetables of the open ground showed that, despite extreme conditions and disparity of the prices, 10 farms or 52.3% of total number – are competitive. Especially valuable this method is represented also because at the same time on each organization the available reserves come to light. Calculations show that, having raised managing level to regional average, in 2017 it would be possible to increase without additional investments the output of vegetables of the open ground more than by 13%.

The conducted researches revealed also that the majority of agricultural producers have some difficulties at a stage of sale of finished goods. At the same time there is an unusual situation. Though the domestic production is better and environmentally friendly in comparison with foreign analogs, it is not possible to realize these competitive advantages in the regional market as access to the organized markets and network shops block administrative and other barriers (high cost of trade places, presence of intermediaries, certain requirements to packing, packaging, lack of interest of network shops in the offer of local agricultural production).

Within inspection of advantages and shortcomings of various channels of realization of agricultural production, raw materials and food we conducted questionnaire of agricultural producers and representatives of trade organizations of Saratov and the Saratov region. The number of respondents made 132 persons. As a result we revealed features of sales channels of production depending on type of the producer. Agricultural production and food are implemented mainly through intermediaries, at fairs, through own trade "points", shops of "step" availability (small grocery stores (stalls, tents) located in the yards of houses at stops of public transport, etc.), in network shops of the class "Magnit", "Grozd" and "Semeyniy" (table 2).

Each channel of realization is designed for the producer and has both advantages and disadvantages. So for example, a small producer trade at fairs where costs and expenses are minimum, and larger - continuous sales market, possibilities of involvement of new buyers, increases in the range of the offered production interests, first of all. And here sale through own trade "point" or network shop will be more effective.
### Table 2. Features of sales channels of vegetable-growing production producers of the Saratov region.

| Operating conditions | Intermediaries | Fairs | Own "point", shop, booth | Shop of "step availability" | Network shops of the class "Magnet", "Cluster", "Family" |
|----------------------|----------------|-------|---------------------------|-----------------------------|-----------------------------------------------------|
| 1 Level of availability of sales channels to agricultural producers | there are no barriers | there are no barriers | the additional expenses connected with opening and service of own floor space | existence of the barriers connected with search and need to interest shop in the production | administrativ e barriers from administratio n of shops (the high requirements to packing, a look, calibration, quality, the range, delivery time limiting access to this market) |
| 2. Purchase price of agricultural production | very low | it is regulated by the producer | it is regulated by the producer | flexible, aspires to optimum | the dominating firm dictates the price |
| 3. Level of expenses on sale of an agricultural producer (% of purchase price) | 0,1% (mainly on search of the intermediary) | 8,0% (transportation costs) | 20,0% (maintenance costs and service of an outlet, transport) | 10,0% (transportation costs) | 15,0% (expenses on sorting, packing, calibration, transportation costs) |
| 4. Level of a trade margin | the intermediary regulates | it is regulated by the producer | it is regulated by the producer | 20,0% | 30,0% |
| 5. Level of return of production (percent, unrealized production) | 0,0% | 7,0% | 7,0% | 9,0% | 15,0% |
| 6. The volume and the range of the presented production | big | big | big | not big | big |

continuation of table 2
7. The realized marketing programs (discounts, actions, sales) no the producer regulates the producer regulates the producer regulates network shop

8. Competitive advantages expeditious process of sale, lack of return of production low expenses, direct communication with the consumer presence of regular customers, direct communication with the consumer low expenses, presence of regular customers big passability, recognition of firm, large volumes of sales

9. Shortcomings of sales channels very low purchase price temporary trade high expenses not the large volume and the range of the sold products it is a lot of administrative barriers

10. Offers on increase in competitiveness of channels of realization to establish by governing bodies of municipal units the minimum threshold of level of purchase prices governing bodies of municipal units to create conditions for holding fairs and sales with granting floor spaces preferential taxation, crediting, subsidizing of the agrarian and industrial complex enterprises active search of new business partners, buyers of agricultural production and expansion of sales markets governing bodies of municipal units to recommend to network shops to form the range and volume of the presented production mainly of local producers

In a research the algorithm of creation and work with a brand in vegetable growing which is rather universal and can be used in other branches (fig 2) is developed.

For the supplier retail chain stores impose certain requirements to packing, appearance and to production brand to which not all producers are capable to correspond. At sale of production of vegetable growing through retail chain stores of costs of agricultural producers of drying, cleaning, a sink, calibration and sorting of vegetables can increase for 30%. However, direct cooperation of the producer with retail chain stores excludes the intermediary from a logistic chain that expands a corridor of management of the prices for an agricultural producer.
Figure 2. An algorithm of creation and work with a brand for the enterprises in branch of vegetable growing.

Creation of the own trademark (OT) can act as one of options of branding. In this case the organization which is directly engaged in realization of the branded production becomes the co-owner of a brand. Both certain retail retailers, and the purchasing unions of networks, cooperatives, regional associations of wholesale and distribution companies can create OT. Making the decision on advance of goods under own trademark, the retail network pursues, first of all, the aim of increase in loyalty to itself among buyers and also can control deliveries and set level of quality of production for the manufacturing supplier.

Despite risks of an agricultural producer at cooperation with retail chain stores because of price policy and hit in dependence on it as monobuyer, possible advantages of entry into OT it is much bigger - gaining loyalty of the consumer, the guaranteed sale and sales volumes, optimization of logistic operations, advertizing, income.

It is also necessary to note that at release of goods of the producer under OT, the retail chain stores undertake a part of expenses on advance of goods and pre-sale preparation that reduces costs of the supplier.

Researches showed that creation of own trademark allows to use additional benefits for the retailer, promoting increase in a trade margin by 15-30% as in this case production is exclusive and is not presented in networks competitors. The efficiency of various options of cooperation of agricultural producers with network shops on the example of vegetable production is presented in table 3.
### Table 3. Efficiency of various options of cooperation of agricultural producers and network shops in the Saratov region, 2017, rub/kg.

| Merchandising type | Producer | Intermediary | Representative of retail |
|--------------------|----------|--------------|-------------------------|
|                    | product cost | realization price | on | realization profit | on | realization price | on | realization profit | on |
| **Vegetables of the open ground** | | | | | | | | | |
| I – before hit of a producer in retail chain stores | 5,1 | 6,7 | 1,6 | 21,0 | 14,3 | 30,0 | 9,0 |
| II – after hit of the producer in retail chain stores | 6,6 | 21,0 | 14,4 | x | x | 30,0 | 9,0 |
| III – during creation of OT | 5,8 | 21,0 | 15,2 | x | x | 31,8 | 10,0 |
| change of an indicator (II-I) | 1,5 | 14,4 | 12,8 | x | x | - | - |
| change of an indicator (III-I) | 0,7 | 14,4 | 13,6 | x | x | 1,8 | 1,0 |
| **Vegetables of the protected soil** | | | | | | | | | |
| I – before hit of a producer in retail chain stores | 47,5 | 60,3 | 12,8 | 80,8 | 20,5 | 119,6 | 38,8 |
| II – after hit of the producer in retail chain stores | 61,75 | 80,8 | 19,1 | x | x | 119,6 | 38,8 |
| III – during creation of OT | 54,6 | 80,8 | 26,2 | x | x | 127,4 | 46,6 |
| change of an indicator (II-I) | 14,25 | 20,5 | 6,3 | x | x | - | - |
| change of an indicator (III-I) | 7,1 | 20,5 | 13,4 | x | x | 7,8 | 7,8 |
| **Potatoes** | | | | | | | | | |
| I – before hit of a producer in retail chain stores | 10,1 | 12,6 | 2,5 | 17,3 | 4,7 | 39,7 | 22,4 |
| II – after hit of the producer in retail chain stores | 13,1 | 17,3 | 4,2 | x | x | 39,7 | 22,4 |
| III – during creation of OT | 11,6 | 17,3 | 5,7 | x | x | 43 | 25,7 |
| change of an indicator (II-I) | 3 | 4,7 | 1,7 | x | x | x | x |
| change of an indicator (III-I) | 1,5 | 4,7 | 3,2 | x | x | 3,3 | 3,3 |

Source: data of annual reports of the agrarian and industrial complex enterprises and calculations of authors.
These tables demonstrate that in 2017 at realization of vegetables of the open ground in the Saratov region to the intermediary dealer the profit of an agricultural producer (supplier) made only 1.6 rub/kg, and at sale to a large network shop it reached 14.4 rub/kg. At the same time, creation of own trademark which co-owner was the large retailer provided income in the size of 15.2 rub/kg.

Thus, branding use as marketing technology it becomes not just fashionable, and in new conditions turns into a kernel of strategic management for agrarian and industrial complex of the region, integrating around itself the main marketing and competitive strategy. Already now in the market of agrarian and industrial complex of the Volga region the brand of agricultural production is one of the capital intangible assets of economic entity forming steady competitive advantages. Thereof use of brand technologies in the sphere of agrarian and industrial complex of the region is a strategic task. The guide of subjects of the market of agrarian and industrial complex has to position a problem of formation of a competitive brand of the production or the organization in general as the most important part of strategic development.

In this regard in a research creation of a regional umbrella brand of agrarian and industrial complex as which we understand a combination of steady associations in consciousness of the consumers providing very high degree of spontaneous recognition of a product in the concrete regional market and release under one brand at once of several types of goods is offered. Creation of an umbrella brand will allow to unite small agricultural producers under a uniform label, promoting advance of production on the market and providing the volume, necessary for hit in retail networks, of the made production.

The efficiency of creation of an umbrella brand at the level of the region confirms experience of functioning of state unitary enterprise of the Republic of Tatarstan "A national trademark" with assistance of the Republican Ministries of Agriculture and Food, the industry and trade [24]. All this will allow not only to adjust the guaranteed exit and effective sales of products of vegetable growing in the Saratov region, but also to develop the uniform control system of quality and also to unite producers of vegetables under a uniform regional trademark and to increase their competitiveness.

6. Conclusion

On the basis of the above it is possible to note that the competitiveness is a basis of stability of production, a condition of inclusion in competition in branch and in the interindustry competition, the prices which are characterized by a ratio and qualities of production. Considering competitiveness of the agrarian and industrial complex enterprises as system category, it is necessary to allocate and analyze all its elements in unity of internal and external relations. Only the complex analysis and assessment of competitive opportunities of the enterprise will allow to define such position in the market which will promote achievement of goals, will provide strategic development and competitiveness in domestic and foreign market.

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