

способности доминировать в своей товарной категории; соответствие (релевантность) бренда зависит от того, насколько имидж и характер бренда соответствует нуждам и ожиданиям покупателей; лояльность бренда зависит от того, насколько часто выбирают данный бренд при наличии других; уровень известности бренда среди покупателей зависит от процента аудитории, которая может вспомнить данный бренд [2].

Таким образом, в процессе брендинга предприятия технического сервиса, маркетинговые стратегии организации направлены на создание качественного бренда. Данный процесс требует не только времени, усилий и затрат, но и таланта маркетологов. Не каждый способен разработать на рынке полном конкурентов правильную маркетинговую стратегию брендинга и использовать все возможные инструменты для создания бренда, чтобы потребитель смог поставить ему высокую оценку и выбрать именно данное предприятие. Бренд помогает потребителю экономить время на выборе товара с помощью набора характеристик, которые позволяют оценить бренд. У каждого потребителя разные приоритеты и именно брендинг должно отражать и продвигать в сознание потребителя позиционирование (востребованность, узнаваемость и доверие к бренду) организации, что позволит говорить о том, что создание бренда и станет успешным.

Список использованных источников

1. Калиева, О.М. Роль и место брендинга в маркетинговой деятельности организации / О.М. Калиева, Т.В. Мартыненко, Е.П. Семенова, Т.С. Говорова // Молодой ученый. [Электронный ресурс]. – 2014. – № 21(80) Режим доступа : <http://moluch.ru/archive/80/14515/>. – Дата доступа: 24.04.2020.

2. Багиев, Г.Л. / Г.Л. Багиев, Д.А. Козейчук. //Оценка стоимости бренда в контексте лояльности потребителей. Бренд-менеджмент. – 2006. – №3. – С. 146–154.

UDC 631.173.4

PROACTIVE FARM EQUIPMENT MAINTENANCE

Master degree Student – Senkovets A.A., TSF

Scientific supervisor – Dubina L.P., senior teacher

*EI «Belarusian State Agrarian Technical University»,
Minsk, the Republic of Belarus*

Abstract. The article describes the significance of routine farm equipment maintenance. It highlights the main farm equipment repair and maintenance tips.

Keywords: proactive maintenance, maintenance tasks, catch failures, routine service.

Farmers know that routine agriculture equipment maintenance keeps their equipment in peak condition so that when it's time to act, your equipment is ready and waiting. Farmers can cut repair costs by 25 per cent by keeping up with routine maintenance. It's time well spent on the farm. Ploughing, harrowing, planting, reaping, threshing, and winnowing runs on the schedule. Waiting for service people to arrive can significantly delay critical weather-dependent tasks. Hay must be cut in time to dry. Seed must be planted within a specific window of time. Delays from equipment malfunctions can be costly.

Farmers today must master a dozen skills, including routine farm machinery repair and agricultural equipment maintenance. Without basic machinery and repair skills, you might waste valuable time and favourable weather conditions for important steps in farm production. Fortunately, many of the routine maintenance and repair steps recommended for agricultural equipment are quite similar to those recommended for your average automobile. Although some repairs may require specialized tools such as unique socket wrenches that fit large agricultural equipment, the actual skills you need are virtually the same [1].

Farm equipment repair and maintenance tips:

Once a farmer has a list of equipment, it's time to make up farm equipment repair and maintenance checklist. These 10 tips provide farmers with the basics.

Keeping accurate records: It is necessary to keep a notebook in the equipment shed so that a mechanic can record maintenance tasks and mileage. You can easily carry a notebook with you into the field if necessary, or back into your home or office to update computer records. Your equipment maintenance log book should also be used to record problems, dealership phone numbers and other contact information, and mileage.

Making a chart: A large whiteboard or chart is an invaluable planning tool. Use it to note major equipment maintenance tasks and reminders. Cover it with Plexiglas or a thin sheet of plastic, hinged at the top so that you can easily move the glass away to reach the board. This keeps dust and dirt off of it and prevents it from smudging.

Changing the filter: Tractors and pickup trucks need frequent oil changes. Check the manual that came with your vehicle for the recommended oil change times. Oil changes on tractors can sometimes be difficult if the oil filter is hard to reach. You may want to invest in a tractor jack, a special jack that can safely hoist the tractor up enough so that you can reach oil and air filter. Air filters and other filters should also be changed according to the manufacturer's instructions. Dirty air filters make your engine work harder than it should and can lead to premature wear.

Checking the hitch: Always check the hitch or couplings where farm equipment hooks to tractors, trucks or ATVs. Make sure that couplings are secure and clean any evidence of rust.

Examining the lights: Make sure that brake lights, headlights, and other lights are all working. If you have a stock trailer, hook it up and have a partner or friend check to make sure that the signal lamps are working and the brake lights are in order.

Checking the tires: Proper tire inflation on trucks, tractors, and trailers as well as on pull-behind seeding, harvesting and processing equipment helps them run better and for vehicles, helps farmers save money on gas by getting better gas mileage. Tires should be inflated only to the maximum amount and never more.

Looking for battery corrosion: Corrosion on battery terminals can lead to power loss or stalls. Open up the hood on the truck or uncover the battery carefully on your tractor and visually inspect the terminals. Change batteries with clearly corroded parts, always following the owner's manual. Batteries can be stored indoors when tractors aren't in use, especially in the winter, to prevent power loss due to disuse.

Getting an oil analysis done: An oil analysis on tractor oil and transmission fluid can tell you whether or not these need to be changed on larger equipment. Samples taken to your dealership can identify potential problems before they happen. Small metal particles in the oil or transmission fluid, for example, may indicate wear that should be fixed before a major malfunction occurs.

Cleaning equipment: Always clean off your equipment before you put it away for the season. Use a broom to sweep loose hay, straw or plant material off of tractors and other equipment. Hose down implements and check the tires before storing equipment for the season. Cleaning off the exterior can prevent rust and stains.

Storing indoors: Don't leave your equipment sitting outside all winter long. Move it indoors when it's not in use. The best way to store equipment is to have a dedicated garage, equipment shed or equipment barn for all of your trucks, tractors and equipment. Storing equipment away from snow, ice and rain also keeps it from rusting [2].

In conclusion it's necessary to say that having a regular service significantly reduces the effects of faulty machines as they ensure that parts are still in good working order. They identify and rectify faults during a routine maintenance time schedule. It's necessary to catch failures before they become a problem.

Proactive maintenance is the key to anticipating when there will be a problem with the machine. To prevent costly issues from happening, it's important to organize routine services on farm machinery or equipment.

References

1. Routine farm equipment maintenance [Electronic resource]. – Mode of access: <https://www.altorfer.com/service/agriculture-service/>. – Date of access: 30.03.2020.
2. Why It's Important To Service Your Machine Regularly [Electronic resource]. – Mode of access: <https://www.goughengineering.com/en/blog/why-its-important-to-service-your-machine-regularly/>. – Date of access: 02.04.2020.