

оборудование, и нынешняя низкая процентная ставка позволяет многим из них делать это при сниженной стоимости.

В целом, австралийский фермер предпочитает контролировать свою судьбу, и когда дело доходит до владения оборудованием, то они предпочитают покупать его, а не полагаться на кого-то другого. Однако в будущем, тренд владения техникой может измениться в связи с увеличением капитальных затрат на оборудование и появлением корпоративных фермеров, которые более пристально смотрят на затраты и рентабельность. Может возникнуть необходимость разделить риск владения машинами с третьей стороной, такой как дилер, подрядчик или другое финансовое учреждение. Время покажет!

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ECONOMIC STRATEGIES OF TECHNICAL SERVICE DEVELOPMENT

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Abstract. The article describes the main economic strategies of technical service development in the Republic of Belarus. It highlights the necessity of creation the maintenance market based on new economic approaches taking into account certain peculiarities of the current economic circumstances.

Keywords: maintenance, enterprises, market relations, commodity producers, maintenance service.

The strategy of technical service development in the Republic of Belarus stipulates providing agricultural production with new machinery. Now millions of tractors, combine harvesters and other farm vehicles work in the field of agribusiness. So as to maintain a huge farm machinery park in good operational conditions, a network of maintenance enterprises should be constantly im-

proved. Increasing the quality of repaired machinery and cutting costs for maintenance are inseparably linked to optimum location, cooperation and production capacity of maintenance enterprises and their rational use.

An agribusiness maintenance enterprise is an enterprise which consists of team of workers equipped with production means knowledge performing maintenance tasks.

With the development of farm machinery manufacturing there arises a problem of periodic maintenance as different failures and damages might occur in the process of farm machinery running and housing [1].

All kinds of maintenance enterprises had a difficult way to go in the field of development. Based on best practices of machine-building industry, scientific and technological achievements, maintenance enterprises developed into well-equipped and highly organized units capable of solving different tasks of improved maintenance.

Agribusiness maintenance enterprises are the objects of study for technical, technological and economic scientific institutions.

The competence in economic laws, their mechanisms and forms allows to expose and evaluate the mechanisms of development and to make the necessary adjustments when planning, reconstructing and technical re-equipment of enterprises on a timely basis.

Market is one of the main units in the system of commodity monetary relations. Maintenance service market being specified by the kind of provided service, the form of market arrangement, technological characteristics and historical traditions is substantially different.

In current economic circumstances farm machinery maintenance organization is one of the most significant directions of promoting recovery from the crisis and increased efficiency of agricultural manufacturing [2].

Agricultural logistical resources in the pre-reform years didn't correspond to intensive ways of farming and considerably reduced their capacities. As a result of a complex of unfavorable factors the multiple reduction of agricultural maintenance facilities took place. It's clear that the former market of maintenance services has been destroyed but a new one hasn't been built.

The majority of agricultural enterprises lost the chances of filling the financial gap not only to purchase the machines and tractors but also to keep them in operational conditions. A new developing sector presented by farm private and rented enterprises, joint-stock companies, production cooperatives needs technological and technical support and servicing.

The key changes not only in agricultural manufacturing but also in its maintenance facilities are necessary for recovery from agrarian crisis. For that purpose a network of agroservice enterprises, dealer centers, machine and tractor stations with different forms of property, functions, types of production, and re-

lations with commodity producers was formed. Many issues of the network lack scientific development and are still under discussion.

Under conditions of market relations there is an objective need in agricultural technical service reorganization to meet the demands of commodity producers. That is why, based on scientific approach and material and technical potential, there is a necessity to evaluate the ways of technical service development in conditions of multisectoral economy [2].

The necessity of creation of maintenance market which meets the requirements of market economy specifies application of new economic approaches for studying their structure and essence as complicated and fast-growing economic systems.

Maintenance market is characterized by certain peculiarities. It's the market with a limited number of businesses, monopoly power, a specific kind of customers and commodity, elastic demand for output and a range of technical and technological features. In circumstances where there is no an in-house maintenance base for rural commodity producers, a trademark service is one of the most acceptable ways of farm organization.

Maintenance and repair services are provided by agro service enterprises, specialized repair enterprises, machine and tractor stations and other logistical services. Dealership service system is presented as the most reasonable kind of maintenance service providing high-quality service of farm machinery.

It has been founded that such factors as farm machinery supplies reduction, an increase in the number of loss-making agricultural enterprises and their inability to pay, the falling income of maintenance business have negative effect on the status and development of the maintenance base.

For enhancing the maintenance market the following key activities are recommended: introduction of marketing strategies into maintenance practice, dealer network development, after-sale and guarantee service of the newly purchased machinery, increasing the volume of spare parts deliveries and other seasonal resources, accelerating the turnover of seasonally adjusted funds, providing economic motivation of creating and using logistical base by selling machinery to farm cooperatives under leasing agreements.

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