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RESOURCE FACTORS INFLUENCE THE EFFICIENCY OF ENTERPRISES FOR THE PRODUCTION OF FUR CLOTHING

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Ukrainian light industry from the historical positions occupied a leading position in the production of industrial goods economy. In Ukraine was focus a significant part of the apparel industry. Ukraine was a leader in the manufacture of outerwear. However, with the acquisition of Ukraine's Independence, the situation has changed: production of garments has decreased several times. This is due to such reasons:

- a sharp decline in the purchasing power of people;
- impossibility of effective restructuring of enterprises and their adaptation to the activity in the market environment;
- inflexibility of large garment enterprises that prevents rapid reorientation of production on the release of new fashion products;
- the problem of outdated equipment and technology, mainly the cause of high energy and material consumption products uncompetitive not only in the markets of developed countries, but also in the markets of developing countries;
- inability linkages and loss of raw materials.

In Ukraine in 2014 employed 3022 enterprises, textile industry is 639, the production of apparel and furs - 1964, production of leather and leather shoes – 419 [1].

In the garment industry mostly associated with complex problems of light industry, the main ones are: a large proportion of imported goods imported at dumping prices and contraband; the high cost of domestic light industrial products; inability to obtain long-term loans for the majority of manufacturers of light industrial products; lack of specialized production equipment for the manufacture of light industrial products and spare parts to it; dependence on imported textile raw materials; the complexity of customs procedures; low wage workers in the sector, a sharp reduction in the number of young specialists and others.

To increase Ukrainian clothing production should reduce the share of production by tolling schemes by increasing the production quality and range appropriate for the domestic market, the organization planned its own production.

To come out of a difficult situation and increase the effectiveness of the company – manufacturers of clothing should take concrete measures to gain some competitive advantage. It is necessary to determine the strategic position of the company, their potential for improvement in the competition, assess the impact of factors internal and external environments in their functioning and development that will enable to identify key success factors of companies.

Given the limited raw materials for making clothes with fur and that the carriage mass feedstocks economically more advantageous than the transportation of finished products can be considered unstable supply of raw materials main threat to the economic security of enterprises for the production of fur garments.

ЛІТЕРАТУРА:

1. Державна служба статистики України [Електронний ресурс]. – Режим доступу: <http://www.ukrstat.gov.ua>.