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СУЧАСНИЙ СТАН ТА ЗАХОДИ ПІДВИЩЕННЯ ЕФЕКТИВНОСТІ ЛЕГКОЇ ПРОМИСЛОВОСТІ

СОВРЕМЕННОЕ СОСТОЯНИЕ И МЕРЫ ПОВЫШЕНИЯ ЭФЕКТИВНОСТИ ЛЕГКОЙ ПРОМЫШЛЕННОСТИ

CURRENT STATUS AND MEASURES FOR IMPROVING THE EFFICIENCY OF LIGHT INDUSTRY

Анотація: у статті проаналізовано сучасний стан легкої промисловості в Україні, окреслені заходи із підвищення її ефективності, зазначено проблеми та шляхи їх подолання.

Ключові слова: легка промисловість, інновації, інвестиції, підвищення ефективності.

Аннотация: в статье проанализировано современное состояние легкой промышленности в Украине, очерчены меры по повышению ее эффективности, отмечено проблемы и пути их преодоления.

Ключевые слова: легкая промышленность, инновации, инвестиции, повышение эффективности.

Summary: in article has been analyzed the current status of the light industry in Ukraine, outlined measures for improving its effectiveness, pointed out key issues and ways to solve them.

Key words: light industry, innovations, investment, efficiency

Over the past years in Ukrainian economy have been occurred significant changes with, both negative and positive, impact on the volume and structure of production. On the positive side the results of these changes includes the formation of the free market, activation of entering foreign markets, establishing economic ties with other countries. At the same time, negative side includes severance of economic relations, lack of desire of foreign investors to invest in industry and careless government steps. Ukraine's economy has remained aloof from the integration process of globalization to the world economy and remains alone with its problems of economic development [3].

Light industry consists of over 9935 enterprises, including in the textile industry sector – about 2400, in the sector of production of knitwear, apparel and fur – about 6000, in the sector of production of leather goods

and leather footwear – 1500. Nearly all the enterprises of light industry in Ukraine are privately owned with various legal forms, while the share of state ownership doesn't exceed 1% [7, p. 65].

The vast majority (97,9%) of light industry enterprises are privately owned, the state remains only 0,9% of enterprises. Small private enterprises creates 18,9% of employment and provides 30,2% of employees in the whole area [6]. Because of significant social component of this sector it needs special attention and support from the state [7, p. 68].

Table 1 shows us high ability to produce a wide range of consumer goods.

Table 1

**Production rates of major products of light industry in 2012–2014,
(in % to previous year) [4]**

Type of product	2012	2013	2014 ¹
Woolen	+5,88	+5,56	+15,79
Fabrics	+18,76	-11,45	-13,89
Fabrics knitted or crocheted machine	-6,25	+20,00	+3,70
Bed linen	-8,04	-5,83	-1,03
Rugs and Carpets	+7,89	+3,66	-20,00
Nonwoven materials and products from non-woven materials, except apparel	+12,36	-5,00	+0,53
Overcoats, raincoats, coats, capes, raincoats, anorak, wind-proof coats and jackets, warm jackets, including skiing and similar articles, knitted or crocheted, for men and boys	-14,08	+11,06	-8,81
Costumes and sets, knitted or crocheted, for men and boys	-17,67	-15,38	-24,16
Jackets, blazers, knitted or crocheted, for men and boys	+3,85	-3,94	+1,00
Coats, coats, capes, raincoats, anorak, wind-proof coats and jackets, warm jackets, including skiing and similar articles, knitted or crocheted, women's and girls'	-10,53	-11,76	-13,33
Costumes and sets, knitted or crocheted, women's and girls'	-7,25	-35,50	-25,25
Jackets, blazers, knitted or crocheted, women's and girls'	-5,26	-27,78	+7,69
Dresses, knitted or crocheted, women's and girls'	0,00	-5,88	-6,25
Knitwear nether	-2,76	+2,84	-30,69
Clothes, accessories, clothing made of fur (excluding hats and other headdresses)	+16,67	-8,33	+228,57
Tights, stockings, socks and hosiery products other machine knitted and crocheted	-7,78	-8,43	-2,37
Sweaters, pullovers, cardigans, waistcoats, knitted and crocheted	-6,25	-20,00	-16,67
Shoes	+0,71	+7,77	-9,84

¹ Excluding the temporarily occupied territory of the Autonomous Republic of Crimea and Sevastopol, and the zone of the antiterrorist operation.

In 2014 compared to the previous year (Table 1) production of fabrics decreased by – 13,89%, rugs and carpets – 20,0%, costumes and sets for men and boys – 24,16% (by 25,25% for women and girls), coats, coats, capes, raincoats, anorak etc. for women and girls – 13,33%, knitwear nether – 30,69%, sweaters, pullovers, cardigans, waistcoats – 16,67%, shoes – 9,84%, while woolen production increased by 15,79%, sweaters, pullovers, cardigans, waistcoats for women and girls – 7,69%, but the greatest growth was in production of clothes, accessories, clothing made of fur (excluding hats and other headdresses) – in 3,29 times.

Need to be pointed out, that domestic enterprises do not produce even one pair of shoes and garments unit for one inhabitant, hence the demand has been satisfied by imported products. It threatens the economic security of the country in the context of “happy consumer goods customer” [7, p. 72].

The main reasons that hinder the development of light industry are: uncontrolled importation and the absence of regulations to protect the domestic market from smuggled goods (according to some experts contraband prod-

ucts occupies around 70% of the market share [7, p. 73]); loss of markets as a result of coagulation system wholesale and wholesale transfer market circulation; acute shortage of working capital, lack of medium- and long-term loans on favorable terms; shortage of strategic raw materials for the industry [1]. Also, the main problems of light industry Ukraine include: low solvency of the population; saturation of the domestic market with cheap imported products and second-hand; the growing cost and complexity of customs clearance of export-import operations without providing steady light industry raw materials of domestic origin; providing volumes of orders of enterprises specialized in manufacturing proprietary property for power structures; conservation duties on export of cattle and hides; high tax burden and the high cost of energy. The key to stabilize the operation of light industry is to ensure economic stability, since they are much more exposed to the negative influence of the environment due to the instability of market conditions [2].

According to the “Concept of the national target program for the development of industry of Ukraine till 2017” [2], strategic priority for light industry has

become a significant increase in production with a focus on domestic consumers.

The main measures of increasing the efficiency of light industry should be the following [5]:

- reconstruction and technical re-equipment of enterprises with creation of conditions for vertical integration of production, including attracting foreign investment and technologies; creating conditions for wide introduction of resource-saving technologies;
- optimization of the structure of large and small businesses in order to strengthen the competitiveness and flexibility; creating a system to protect the domestic market (including the smuggling of goods and illegal production) and stimulate domestic producers; network development promotion of products to the markets;
- development of raw materials due to deep processing of flax, raw leather and gradual reduction and rejection of tolling schemes to ensure the production of raw materials.

At the same time there are no effective measures to stimulate demand for domestic consumers. There're a lack of direct funding, subsidizing the industry because of the difficult economic situation in the state. Practical analysis has showed low efficiency of marketing policy of the industry [5].

Underused network structure of sales, wholesale trade centers there with a full range of fabrics and accessories to finished products; lack of skills for creating and promoting their own brand of clothing; no special industrial zones and blocks of light industry have been formed [5].

Development of light industry in Ukraine is strongly connected with innovations, creation of the new forms of production process, establishment of a network of small businesses that could produce a wide range of products and could quickly modify on market needs. With enough manpower and strong raw material base Ukraine can not only solve its internal problems, but also become an important exporter of products to the world market.

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