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ANALYTICAL MONITORING OF RESOURCE POTENTIAL OF AGROINDUSTRIAL COMPLEX OF THE REGION

Market environment poses hard requirements to the increase of the use of present resources and directions of re-erecting and strengthening of resource potential, reduction of expenses on production, upgrading products. Ensuring the effective use and subsequent increase of resource potential of regions is one of main priorities of activity of local executive authorities, self-governments and territorial societies. Resources are possibility of development of territories today, and resource potential represents certain reserve on the basis of which a prognosis is built and the vectors of economic development of the region are determined. The analysis of basic indexes of production of industrial and agricultural goods is conducted in the article. Positive trends of regional progress include growth of volumes of industrial, agricultural productions in a region. Balance of foreign trade and decline of quantity of unemployed citizens commodities are positive factors as well. However, for analyzable period the author detected a slump in a building industry, a debt grew from payment for fettings, the financial

result of activity of enterprises became worse. Consequently, the general issues of development of areas of the region is a maintenance of disproportions of development of different territories, subsidized nature of local budgets and absence of the real possibilities for the increase of profitable part through expansion of base of taxation in the short-term prospect, worsening of investment attractiveness, as a result of difficult home policy situation and insufficient effective activity of local authority in relation to bringing in and maintenance of investors. According to suggestions in relation to the maintenance of positive tendencies, non-admission of the subsequent falling in key industries of economy of the region, local authorities have to ensure steady development due to re-erection of "points of growth", support of perspective industries of economy of regions, foremost, tourism and contiguous industries; stimulation of development of food and processing industry; stimulation of development of agrarian sector, especially small and medium enterprises.