

WAYS OF DEVELOPING A SYSTEM FOR DELIVERING PRODUCTS TO CONSUMERS IN INTENSIVE HORTICULTURE

Introduction. Regarding the economic reforms aimed at the development of intensive horticulture in the country, the composition of horticultural enterprises is changing, as well as the composition of buyers and intermediate consumers. With the development of intensive horticulture, less attention is paid to the purchase of intensive seedlings, the purchase and installation of irrigation equipment in gardens, the sale of products in an effort to master modern innovative technologies and the introduction of marketing elements into production.

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