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**MAIN DIRECTIONS FOR IMPROVING
AGROFRANCHISING IN THE AKMOLIN REGION**

Abstract. The main difference between an agro franchise and a simple farm is that the franchisee does not care about the sale of the products produced, the agro franchiser undertakes these concerns. In the Akmola region its development has an actively dominant agrarian context, the formation of innovative agro-clusters today is an urgent and necessary task for the national economy.

The purpose of such entities is to assist in the formation of an innovative environment in the agrarian sector, within the framework of this research topic, this is agrofranchising. To ensure the success of entrepreneurs and taking into account the possible lack of knowledge, potential franchisees should be assisted in drawing up real business plans, and subsequently accounting reports, legal and personnel support, again from the state.

Keywords: agro franchise, agriculture, agro franchiser, development, entrepreneurship, support, innovation.

INTRODUCTION

The listed difficulties and problems can be considered systemic, therefore they need to be solved comprehensively, through active government intervention.

In our opinion, it is first necessary to provide agro franchising recipients with state benefits in the form of grants, subsidies, partial guarantees, in particular:

- grants for the creation, expansion and modernization of the production base and household equipment for beginning farmers, including through the implementation of such areas as subsidizing a part of the costs associated with the development of project activities by small business forms in the agro industrial complex, as well as co-financing individual activities of municipal agricultural development programs;

- subsidizing investment loans to novice farmers;

- subsidies for reimbursement of part of the cost of paying interest on loans (loans) in the composition of the lease payment;

The system of state incentives leads to a greater interest to the network organizer, and not to the novice entrepreneur, who, as a rule, does not even understand the essence of the relationship before entering into a contract, and secondly, this can lead to a conflict between the owner and the “acquirer” of the franchise. In this case, the risk of the right holder in this case is minimal.

MAIN PART

For the agricultural sector, where at present the intellectual component of franchising is not sufficiently perceived and the goods are produced by the franchisee themselves, grants should be provided for the establishment of a business in terms of covering operating costs. The franchise in this case will be only an additional guarantee for the effective implementation of the grant. At the same time, the success of a franchise project should be assessed based on a number of qualifying signs of the right holder, such as, for example, the period of presence in the market, the number of network points, the number of failures, growth potential, ease of copying the finished model, etc. This will not only reduce the risks of preparing for participation in the business of rural residents, especially young people, but also to promote innovative agro projects, as well as to increase the level of justification for the presentation of grants. It will also be a

serious step towards resolving issues of pre-contractual disclosure of information necessary for an entrepreneur to make an informed decision about the “purchase” of a franchise. At the same time, if we want to develop agro franchising and stimulate its development, in our opinion, the grants for the agro franchise sector should be somewhat larger than for opening a single enterprise. Other incentives are possible, for example, loans for future harvest from various funds and rights holder's funds, taking into account payback, leasing, etc. You can take into account tripartite unions, for example, non-profit organization, franchisor and franchisee, or use of subsidy schemes through non-profit organizations for a certain group of projects or the creation of equity "village" banks, which takes place in international practice. However, these questions require independent deep and complex study.

Improving regulations can be a turning point in the development of manufacturing franchising and the development of mechanisms and conditions for lending to franchisees, state support for socially significant projects based on franchising, creating an information environment, overcoming mistrust to the world-famous business model.

An assessment of the prospects for the development of agro franchising requires an understanding of the advantages of franchising in general and of a particular franchise in particular for all participants. The franchisor gets the opportunity to expand the business and promote the brand to new regional markets without the direct costs of setting up a business. The franchisee uses a well-known brand, receives technology and turnkey business processes, the necessary methodological and informational support, thereby ensuring the competitiveness of the enterprise, saving advertising and promotion costs.

To ensure the success of rural entrepreneurs and given the possible lack of knowledge, potential franchisees should be assisted in the preparation of real business plans, and subsequently accounting reports, legal and personnel support. It is necessary to popularize the model of franchising in the countryside, to draw attention to the advantages offered by the franchise to the beginning entrepreneur.

These include:

- the possibility of replicating successful business projects and, accordingly, saving time when opening an enterprise;
- expanding choices for the sector;
- cost savings on information, marketing, organizational and other expenses;
- the ability to use the brand loyalty;
- support from an experienced partner and additional training opportunities;
- the right to work with already known suppliers;
- participation in corporate events and the acquisition of a new social status.

The attractiveness of a franchise for a rural resident is largely determined by the time between the investment of funds and the first crop or other product ready for redemption. As a rule, this period is longer than in any other sector of the economy; therefore, the system of incentives for the entrepreneur is of particular relevance.

CONCLUSION

State support would allow for the creation of breeding farms, slaughter and feed mills. The creation of breeding farms with the aim of using breeding livestock for the reproduction of the herd will improve the genetic potential of farm animals, which will make it possible to achieve a high level of their productivity and an increase in gross livestock production. Summarizing the above, we propose the following decision-making algorithm for designing the conditions of a franchise: - analysis of the state and prospects for the development of the market; - assessment of opportunities for obtaining state support; - the choice of the concept of ownership and the purchase of equipment; - determination of functional areas of support from the franchise owner and areas of control of the franchisee's activities by the franchisor; - highlighting the areas of cooperation between the franchiser and the franchisee; - evaluation of the effectiveness of cooperation for each of the participants and sources of synergistic effect.

Attaching great importance to state support, we proceed from foreign experience, where, thanks to various models of public-private partnerships, rabbit breeding is developing rapidly, and the leadership of municipalities plays the role of a "developer of territories". Due to climatic differences, the projected agro franchise, as a method of technology transfer, should have a regional, rather than an inter-regional or national scale.

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**ОСНОВНЫЕ НАПРАВЛЕНИЯ ПО СОВЕРШЕНСТВОВАНИЮ
АГРОФРАНЧАЙЗИНГА В АКМОЛИНСКОЙ ОБЛАСТИ**

Аннотация. Основное отличие агрофраншизы от простого фермерского хозяйства состоит в том, что франчайзи не заботится о сбыте произведённой продукции, эти заботы берёт на себя агрофранчайзор. В Акмолинской области в своем развитии имеет активно-доминирующий аграрный контекст, то и формирование инновационных агрокластеров на сегодняшний день является актуальной и необходимой задачей для национальной экономики.

Целью подобных образований является содействие в формировании инновационной среды в аграрной сфере, в рамках данной темы исследования это агрофранчайзинг. Для обеспечения успешности предпринимателей и с учетом возможной недостаточности знаний потенциальным франчайзи должна быть оказана помощь в составлении реальных бизнес-планов, а впоследствии бухгалтерских отчетов, юридическая и кадровая поддержка, опять-таки со стороны государства.

Ключевые слова: агрофраншизы, сельское хозяйство, агрофранчайзор, развитие, предпринимательство, сопровождение, инновации

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АКМОЛА ОБЛЫСЫНЫҢ АГРОФРАНЧАЙЗИНГ ЖАҚСАРТУ НЕГІЗГІ БАҒЫТТАР

Аннотация. Агрофраншизамен қарапайым шаруа қожалығының негізгі айырмашылығы, франчайзе өндірілген өнімдерді сатуға қызығушылық білдірмейді, агрофранчайзер осы мәселелерді шешеді. Ақмола облысында оның дамуында белсенді аграрлық контекст бар, инновациялық агрокластерлерді қалыптастыру бүгінгі күні халық шаруашылығының өзекті және қажетті міндеті болып табылады.

Мұндай субъектілердің мақсаты аграрлық сектордағы инновациялық ортаны қалыптастыруға көмектесу болып табылады, бұл зерттеу тақырыбы аясында агрофранчайзинг. Кәсіпкерлердің жетістіктерін қамтамасыз ету және білімнің мүмкін болмауы ескеріле отырып, әлеуетті франчайзерлер нақты бизнес-жоспарларды құруға, кейіннен бухгалтерлік есепті, заңды және кадрлық қолдауды қайтадан мемлекет тарапынан қолдау керек.

Түйін сөздер: агроөнеркәсіптік кешен, ауыл шаруашылығы, агроөнеркәсіптік кешен, даму, кәсіпкерлік, қолдау, инновация.

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