

Nordic Association of Agriculture Science (NJF)  
Continuous international scientific conference  
“Challengers of Economics, Education and Society Development in the Nordic – Baltic Countries  
and beyond” organised by Section of Economy, Education and Society  
Programme for the virtual seminar on December 7<sup>th</sup>, 2022 (Wednesday)  
12:00 to 13:30 Central European time (13:00 to 14:30 Eastern European time)  
*The link for joining the conference event presented at the end of this programme*

### **Presentation 1**

**Title:** Developing strategy for small agricultural company Bebruciems LTD.

**Speaker:** Aleksandrs Jaroslavcevs, Latvia University of Life Sciences and Technologies

**Author:** PhD student Aleksandrs Jaroslavcevs, Latvia University of Life Sciences and Technologies

**Annotation:** In this presentation we considered three different strategies for transitioning the company from small family business to profitable, sustainable middle-size company. Stressing out current company situation with its problems, we made research and analysis, studied internal company situation as well as external and internal environment overview covering present agricultural industry trends. As a result, the best strategy were chosen, providing step by step implementation plan with general recommendations for management, including most efficient modern solutions, containing the implementation and development of new digital technologies currently available in the market.

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