

THE ANALYSIS OF ECONOMIC INDICES IN A TYPICAL BEEKEEPING FIRM IN SERBIA

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Introduction

Both productive and market flows in beekeeping in Serbia are influenced by various factors. Taking into account a general situation in the country, difficulties have not bypassed beekeeping and that is most clearly seen in high production cost as well as in the area of placement of honey and honeybee products on the market.

The objective of this research paper was, on the basis of available data of average beekeeping firm, to point out to the both economic and commercial importance of beekeeping and to the problems which accompany this agricultural branch.

Table 1. Profit and loss account balance in 2006/07 (in 000 RSD)

Ordinal numeral	Name	Total 2006	%	Total 2007	%	Index (5/3 x 100)
I	Trading income	7592	100	8184	100	108
1.	Income made by products sale	4204	55,6	5358	65,6	127
2.	Income made by goods sale	2238	29,4	2022	24,7	90
3.	Increase in stock output	256	3,4	285	3,4	111
4.	Other trading income	894	11,6	519	6,3	58
II	Trading expenses	4639	61,1	5043	61,6	109
1.	Buying value of goods sold	1711	22,5	1531	18,7	89
2.	Other material	1047	13,8	1403	17,1	134
3.	Energy and fuel	118	1,5	186	2,3	157
4.	Earning and fees expenses	606	7,9	669	8,2	110
5.	Tax and payrolls expenses on	108	1,4	120	1,5	111
6.	Fees expenses to natural persons	156	2,0	17	0,2	11
7.	Other personal expenses and fees			135	1,6	
8.	Production services expenses	741	9,8	758	9,3	102
9.	Rent	59	0,7	110	1,3	186
10.	Research and development	53	0,6	36	0,4	68
11.	Amortization	14	0,2	13	0,2	93
12.	Premium and insurance expenses			7	0,1	
13.	Payment expenses	17	0,3	26	0,3	153
14.	Customs expenses	9	0,1	9	0,1	100
15.	Other expenses troškovi			23	0,3	
III	Trading profit (I - II)	2953	38,9	3141	38,4	106

Material and method

In this research the records for typical small beekeeping firm were used. The records in this study could not be obtained by official statistics, they were obtained on the basis of the terrain investigation. An assumption for the analysis of competitiveness is to have corresponding records available. Taking into account present situation and scarce availability of official data in Serbia as regards competitiveness in apiculture the assumption thereof are previously conducted studies on the terrain. Chosen producer represent competitive model of typical beekeeping firm. Terrain research was conducted in the period from 2006-2007 year.

In accordance with the aim of research the analysis of available data was performed by the use of SWOT analysis and calculations of the production of bee products wherein a index system were incalculated.

Table 2. Swat analysis

	Strong sides	Weak sides
Firm	<ul style="list-style-type: none"> - self-processing capacities - safe suppliers of reptomaterial - wide assortment of bee products 	<ul style="list-style-type: none"> - high operating cost - cannot be specialized for only one type of production - insufficient processing capacities - lack of transport means for moving of the bees
Surroundings	<ul style="list-style-type: none"> - favourable location of firm and retail shop - cooperation with institutions - presence at evaluation exhibitions 	<ul style="list-style-type: none"> - no good state strategy for development of bee keeping - breaking through of honey from surrounding countries to our market - poor control of the quality of bee products and occurrence of forgery honey

On the basis of profit and loss account balance of examined firm during two calendar years it can be noted that the firm in 2007 in relation to 2006 realized trading profit by 6 index points.

As regards the cover of variable material expenses out of trading profit in both business years it was almost the same amounting to 47,6% ensued by a great consumption of material, fuel, energy, poor structure of production and poor parity of sale and purchase prices which was about 1,98. The analysis has shown that high cost of production and must be in subsequent period significantly reduced in the aim to realize competitiveness both on home market and during a process of integration of this region with the European Union.