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# **Agric. Econ. – Czech**

**Hron J., Štůsek J.,  
Arnošt M., Huml J.:  
Diversification strategy  
in small and medium  
size agribusinesses in  
the Czech Republic –  
impulses for searching  
business opportunities**

Agric. Econ. – Czech, 54 (2008): 505-509

Abstract: The paper derives from the working and publication activities from research project “ Chances of product

diversification on behalf of improvement of competitive advantage in the small and middle-size farming business in the Czech Republic". This paper deals with the critical success factors for successful diversification at the small and middle-size farming business. For the purpose effective implementation of the diversification have been identified the principal influences of this issue. Besides of that, we have tried to measure a diversification's impact for an entrepreneurial profit in agricultural area. There is a definition of " diversification" as new farmer's activities for using profit opportunity. On the base of 50 units-exploration has been made a hypothesis validation of the most often impulse for doing diversification. That is an effort to utilize more effectively the product factors of farming business. Further, there was a validation of the effective and efficiency diversifications' characters.

**Keywords:**

diversification strategy, impulses, small and medium size business

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