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**MANAGEMENT OF BUSINESS MODELS IN THE CULTIVATION  
OF SEA BUCKTHORN WITH THE APPLICATION OF  
DIFFERENT PLANTING SCHEMES IN THE CONDITIONS OF  
THE REPUBLIC OF MOLDOVA**

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In the conditions of the market economy and the launch of the sea buckthorn cultivation business, an important role for the entrepreneur is the correct selection of the business model that offers the highest competitiveness of the finished product and the integration into the value chains by creating added value to the traded products.

In this context, the given article is aimed at providing complex analyzes for the information and selection of the competitive business model for the entrepreneur in what provides for the analysis of investment budgets for the establishment of the white sea buckthorn with the application of different planting schemes (density of trees per hectare) and the analysis the economic efficiency of the cultivation of sea buckthorn for the proposed models. The authors prepared income and expenditure budgets for the fruiting period and compared the economic results and the level of profitability for business models with sea buckthorn.

Based on the research and analysis carried out, conclusions were formulated for the sustainable development of the white buckthorn branch necessary for the implementation by the actors of the value chains in the sector and especially for the agricultural producers.

Sea buckthorn is a branch of perspective in the conditions of the Republic of Moldova and international sustainable trade, it is part of the horticultural - orchard sector and is a component of high-value agriculture, which can be cultivated both in conventional / conservative farming systems and in organic farming.

*Keywords: budget, business model, competitiveness, cost of sales, gross profit, investments, profitability, sales income.*