

DIRECTIONS OF CASH FLOW MANAGEMENT OF THE ENTERPRISE

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In the article, approaches to the organization of cash flow management of an enterprise are analysed, its principles and stages are studied. It is determined that today the economic growth of the enterprise is based on support for its financial equilibrium and, at the same time, providing maximization of the main target indicator – enterprise value, which main forming factor is cash flows.

It is proved that definitions of a concept of “cash flow is proportional and distributed in time revenue and expenses” to the fullest extent reveals a meaning of cash flow, that is why it can be determined as the sum of distributed in time revenue and expenses received as a result of the implementation of any project or functioning of a particular asset type. It is outlined that the main purpose of cash flow management is providing financial equilibrium of the enter-

prise and forming the necessary reporting, which will provide a comprehensive analysis of cash flows.

Theoretical, methodological provisions and practical recommendations for the cash flow management of the enterprise are developed. Directions for improving cash flow management of enterprises are determined. Ways to optimize cash flows are proposed. It is concluded that management as an important component of planning is a very complex and labour-intensive work of every manager of the enterprise because every day he has to make many managerial decisions on the distribution and use of financial resources, as well as direct cash flows. It is proved that integrating the operational, current, and strategic planning of cash flows into a single process allows achieving the coherence of cash flow with the tactical and strategic objectives of the enterprise in time and space.