

## THE THEORETICAL ESSENCE OF THE CATEGORY OF THE COMPANY'S PROFIT

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The economic content of the profit is disclosed in the functions that it performs. Let us emphasize that the function should reflect the specific internal content of the economic category. All other qualities, assigned to it, reflect a particular role of this category.

Management of the company's profit during its formation, distribution, and use involves the creation of certain administrative and organizational aspects. Thus, when forming the company's profit, it is necessary to develop a system of indicators to assess its potential scope and quality. When allocating the income, it is necessary to determine the priorities of the company, for its effective functioning, i.e. the distribution and use of the profit should come from the main mission of the company, and achievement of the strategic purposes. It is possible subject to monitoring and effective management of the company's profit, taking into account

the internal and external factors affecting its activities.

The modern business activity of economic entities is aimed at getting profit. It is the opportunity for getting profit and its presence encourages them to be engaged in certain activities and in the case if there is no profit or even the threat of its lack – to leave a certain segment of the market. The company's income is the company's financial result, an absolute indicator that provides industrial, commercial, research, and other activities, and characterizes the degree of success of this activity. The company's profit is a special financial measure in the sphere of business entities. Formation, distribution, and use of profits as financial results depend on many factors, such as the calculation of the cost of production, the definition of expenses, and dividend policy of calculating the profits or losses of all the activities of a business unit.