

THEORETICAL ASPECTS OF THE COMPANY'S FINANCE DEVELOPMENT STRATEGY

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The introduction of market mechanisms in the economy of Ukraine encourages economic entities to build its own finance development strategy of the company. On the one hand, sale of own financial strategy allows the company act at its own discretion, being responsible only to its owners and employees and, on the other hand, there is a need for a more detailed study of its own financial strategy because the state with a market economy acts only as a regulator and it is impossible to count on its support in the financial management of business units, that is why the company's effective finance development strategy is complex but a very important issue that includes a lot of aspects of the company's activity.

Under the crisis terms and conditions in the economy of the state, an important but very time-consuming is the process of planning activity of the economic entities, especially with regard to their financial component. The company's financial plans are included in its financial strategy, based on which, you can plan the operational, finan-

cial and investment activities. The company's future financial position is based on the construction of an optimal capital structure, effective system of reducing the financial risks measure, performance indicators of the company's activity, which should be improved in the dynamics.

Making management decisions in the sphere of the business finance is a complex process under the terms and conditions of the unstable environment, which is today in Ukraine. Exchange rate fluctuations, instability of the banking system, and changes in the legislation complicate the processes of the company's finance strategy development. The strategy of business finance, developed at a high level, allows forming the financial stability of the company, provided to qualitative assessment of the financial position of the company, formation of the methodology for the evaluation of the financial risk of the external and internal nature, and timely adjustment of decisions regarding the company's finance management.