

THE FINANCIAL CONDITION OF DOMESTIC BUSINESS ENTITIES IN MODERN CONDITIONS AND THE MAIN DIRECTIONS OF IMPROVING ITS EFFICIENCY

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The article considered the main external and internal factors, which influence the deterioration of the financial state of domestic business entities. Found out that as a result, the negative influence of internal factors contributes to the unbalanced economic mechanism of reproduction of capital of enterprises, contributes to the deterioration of their financial condition, increases the risk of bankruptcy, and reduces the level of economic security.

It is researched that in the scientific literature, authors quite widely revealed the essence of the category "financial state of the enterprise". Determined that the above requires a comprehensive consideration of this category and the formation of measures to increase the efficiency of the financial condition of domestic business entities.

The analysis of financial results of activity of domestic enterprises is carried out according to State Statistics Service of

Ukraine, which indicates a significant deterioration of financial results of enterprises by type of economic activity as a whole and in industry. However, it should be considered as positive that there was an increase in the share of enterprises in the total number of profit-making enterprises and decreased the share of enterprises that have suffered losses.

Conclusions are made that indicate that in general, the development of measures to improve the financial situation on the basis of the proposed directions will contribute to increasing the volume of production and sales of products, will increase the level of adaptability of managers to the harsh realities of the formation of the market, will reduce the likelihood of bankruptcy and increase the competitiveness of domestic enterprises and, in the future, will contribute to ensuring the economic security of the state and the national security in general.