

IT SOLUTIONS IN THE BUSINESS PLANNING PROCESS

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Integration of development-oriented policy that promotes productive activities, entrepreneurship, creativity, and innovation, as well as encouragement of official recognition and development of micro-, small-, and medium-sized enterprises, including by providing access to financial services, is one of intermediate targets of Goal 8 among the global goals for sustainable development in accordance with the resolution of the General Assembly of United Nations "Transforming Our World: the 2030 Agenda for Sustainable Development", approved on September 25, 2015 (A/ RES/70/1). Given that a document describing the main aspects of future business activities for the implementation of any business idea or any investment program is a business plan, while modern IT solutions can significantly simplify the process of working out business plans and expand the possibility of analysing alternative options for managerial decisions. And also a need to develop researches in the field of business planning automation, which has been revealed on the basis of analysis of scientific and educational works, and due to the accelerated introduction of modern information and communication technologies by business entities and decisions concerning the foundation of information resources and practical application of electronic technologies, in the article, the methods and standards of business planning together with types and com-

ponents of business plans are summarized, an overview and comparative characteristics of functional capabilities and limitations of computer programs for the creation of a professional business plan, high-quality project presentation, and comprehensive financial forecast are completed. Systematized software helps to take into account all business specifics, makes it possible to simulate operational, investment, and financial activities through the description of economic environment, policy, and taxation system, to identify investment and loan needs and present different development options under various ways of funding; to complete a competent justification of a project; to conduct a quick and accurate analysis of sensitivity and calculate the break-even point; to offer statistical methods, which enable the best estimation of a business plan.

Application of modern information technologies, as well as models and methods integrated within them, can simultaneously take into account the full range of market factors and business environment of existing systems, identify common principles and characteristics, workout forecasts for the further development, and find the best alternative solutions for the benefit of the most advantageous economic entities in terms of their performance, thus improving their competitive strength, which confirms the importance of results received from the research carried out.