

## **LIFE CYCLE AS A TOOL OF ENTERPRISE ANTI-CRISIS MANAGEMENT**

**Bugai V.Z.**

Ph. D. in Economics, Senior Research Scientist,  
Zaporizhzhya National University

**Burka M.G.**

Postgraduate,  
Zaporizhzhya National University

It was established that the introduction of the effective anti-crisis management system aimed at identifying preventing the bankruptcy threat is necessary for survival and economic growth of domestic enterprises.

It was grounded that anti-crisis management the enterprise management system for preventing crisis processes emergency signs, for crisis factors detection, diagnostics and investigation in order to timely reacting and crisis prevention.

It has been determined that in modern economy the quality of anti-crisis decisions on each step of enterprise life cycle depend on variation of risk value changes, uncertainty, entity's reliability, and its potential possibilities, advantages of positive and negative factors.

It was established that each step of life cycle ends with a crisis, therefore, it is necessary to consistently solve the problems caused by business growth, competition, technologies and environment changes.

It was noted that enterprise crisis is the result appropriate problems such as normal problems, abnormal problems and pathologies. It is necessary to solve normal problems in time so as to prevent their transformation into abnormal problems or pathologies.

The matrix of diagnostics indices and their dynamic value on each step of life cycle has been proposed.

It was shown that the most representative indices are staff quantity, bringing in credit recourses, market share, innovative ness, flexibility, adaptability, net profit.

It has been established that usage of such a matrix allows to prepare beforehand to possible problems at each step of life cycle, to elaborate and implement correspondent anti-crisis measures.

The conception of life cycle allows owners, managers and businessmen to structure the problems.