

# **SOLVENCY AND LIQUIDITY MANAGEMENT OF INFORMATION AND TELECOMMUNICATIONS ENTERPRISES AND THE FORMATION OF SUPPORT SYSTEM**

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In the article the comparison of the essence of the categories “liquidity” and “solvency” of the enterprise, their features and distinctive features are determined. Considering the approaches to defining the concept of “solvency” by different authors, it is determined that solvency is considered in most cases from the standpoint of the availability of funds. The concept of “liquidity” is understood as the ability of an enterprise to quickly realize assets and receive payment facilities to pay its obligations.

The comparative analysis of financial results of activity of enterprises of the field of information and telecommunications with indicators of enterprises of Ukraine is conducted. It is determined that in general the activity of all enterprises of Ukraine gave a negative result in 2014-2015 and profit in 2016. Enterprises in the field of information and telecommunications are no exception.

In the article for analysis the method of financial indicators is used, namely, the calculation of liquidity coefficients is based on the statistical data of enterprises of Ukraine and separate branches of information and telecommunications for 2014-2016, and

the comparison of indicators with regulatory requirements is carried out.

The analysis of the main indicators of solvency and liquidity assessment of Ukrainian enterprises and separate enterprises of the information and telecommunication industry in 2014-2016 showed that in current years the current payables sharply increased, which negatively affected the dynamics of most indicators. A positive tendency of indicators of enterprises of the industry is noted in comparison with data on Ukraine – the level of liquidity and solvency of enterprises is growing. Calculation of the indicators of the current solvency assessment showed that enterprises have problems with the availability of their own working capital and quick realization of liquid assets, the state of solvency can not be called satisfactory because of the large volume of current payables.

Measures to increase the efficiency of liquidity and solvency management of enterprises in the field of information and telecommunications are proposed. It is noted that the main measures are measures that will increase profit, reduce the value of tangible assets and receivables, as well as optimize the structure of the enterprise capital.