

FEATURES OF COMPREHENSIVE ESTIMATION OF FINANCIAL BUSINESS STATE

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The article is devoted to the study of the relevance and essence of the complex analysis of the financial condition of the enterprise. It is established that a complex analysis of the financial condition of the enterprise is multifaceted and is not fully studied. From the point of view of the correct application of the categorical apparatus, the most successful is the use of the term “complex analysis of the financial state of the enterprise”, because quite often such an analysis lacks signs of systemicity in its traditional content, and the absence of a mathematical symbol of the integral does not give grounds to call this type of analysis an integral one. In turn, this term means such a system of analysis of elements of economic activity of the enterprise, which would combine diverse and different units of measurement indicators into a single general characteristic of the efficiency of the operation of the enterprise.

Regarding the classification of types of complex analysis it is necessary to allocate the type of connection between the factors of the estimation model stochastic and deterministic analysis, according to the nature of the result – qualitative (descriptive) and quantitative analysis, according to the direction in the research time – retrospec-

tive and perspective, etc. With regard to the same methods used in the process of complex analysis, they can be divided into two large classes – qualitative and quantitative. Among the qualitative (heuristic) methods the most common are: the method of collective expert assessment; analogue method; method of brainstorming; morphological analysis; method of control questions; method of collective notebook; seven-time search method. The study of the content of a comprehensive assessment of the financial state allows to distinguish such calculation methods as rating (predominantly ball method), distance method, integral method, graphoanalytic, including matrix. However, none of these methods are universal and lacking in deficiencies. However, the most suitable for taking into account exogenous factors is the use of an integral method or method of congestion. At the same time, the use of an additional factor, which takes into account expert opinion on the environmental friendliness, will not only reduce the risk of external influences, but also increase the efficiency of forecasts through the combination of qualitative (expert) and quantitative estimates of the financial potential of the enterprise.