

ESTIMATION OF ECONOMIC SUSTAINABILITY OF THE ENTERPRISE

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The problem of ensuring economic stability of the enterprise is conditioned by the current situation of a market economy characterized by high level of uncertainty, hard competition and a variety of risks. Without ensuring the economic stability of their enterprises in a market economy, independent, independent producers of goods and services will not be able to successfully operate in the market. The current market is constantly changing. Since the changes take place quickly, the same adaptation to them becomes a significant advantage of enterprises in the fight against competitors. Under these conditions, enterprises should be guided by new principles and methods of organization, based, first of all, on improving the internal mechanism for managing the sustainable operation of enterprises. Economic stability can be considered as an equilibrium balance of economic resources that provides stable profitability and normal conditions for the expanded reproduction of sustainable economic growth in the long run, taking into account the most important external and internal factors. At the same time,

the main external factors can be divided into general economic (inflation, instability of the tax system and legislation, decrease in the profitability of the population, etc.) and market (decrease of market capacity, decrease of demand, instability of the foreign exchange market, etc.).

To assess the economic sustainability of an enterprise should be considered as a set of its mutually related and interconnected components that under all conditions provide the ability to organize the activities of enterprises, inventory of resources (resource potential) and a balanced functioning process. Balance is achieved by providing optimal quantitative relationships between the elements of the general system, allowing it to develop harmoniously. It is necessary to provide a coherent interaction between all elements of the enterprise. On a functional basis, the components of economic sustainability of the enterprise should be divided into: financial, production, personnel, marketing, investment and management. Each of them, in turn, is a complex system and is characterized by a system of indicators.