

# Financial potential management of agricultural enterprise

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For the Ukrainian economy, the effective management of agricultural enterprises is a topical issue, because it is this industry that enriches the country with financial resources. The definition of the concept of “financial potential management” as a mechanism for making rational business decisions, the introduction of which will lead to optimization of cash flows, will ensure optimal cost ratio, increase production volumes, minimize risks, ensure profitability of activity, financial equilibrium, liquidity and financial stability of the enterprise was considered by the authors.

It is proved that the mechanism of the financial potential management of the enterprise is closely connected with the influence of factors, which at the present time is characterized by dynamism and rapid variability. Therefore, it is necessary for each agricultural enterprise to form such a mechanism for financial potential management, which would allow to respond in a

timely manner to the influence of adverse factors and ensure their elimination.

For successful planning of using of the financial potential of the enterprise, diagnostics and evaluation of the use and development of financial potential are identified, key factors of influence are determined. Authors identify two groups of factors (external and internal) that influence the formation of the financial potential of the agricultural enterprise. The mechanism, which has four stages, each of which is formed in accordance with the set goals and objectives, is proposed. The directions of effective management of the financial potential of the agricultural enterprise are also revealed.

Introduction of the mechanism for financial potential management for agricultural enterprise enables to expand marketing markets, strengthen market positions, optimize its own financial resources, achieve optimal capital structure and, if possible, introduce innovative production technologies.