

Anticrisis policy of subjects of business

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Providing of the proof and harmonious economy growing of economy of Ukraine does extraordinarily actual the question of organization of counteraction to the crisis phenomena and revival of normal motion of functioning of basic link of economy – enterprises of different patterns of ownership and forms of manage, needs introduction practice of anticrisis management.

Dynamic disproportion of elements of reproductive process in the economy of enterprise forms cyclic character of his activity.

There is probability of offensive of crisis in development of any enterprise. The personal touch of market economy is that crisis situations can arise up on all stages of life cycle of enterprise.

The sharpness of crisis can be brought down, if to take into account her features, in time to recognize and see her offensive.

Every stage of flowing of crisis of enterprise differs in the degree of sharpness of self-contradictions and conflicts, by force to influence of external and internal destructive factors, by effectiveness of anticrisis management. In a considerable measure it depends on potential of overcoming of crisis on an enterprise and efficiency of anticrisis management.

Disproportion of elements of reproductive process of products or services of enterprise on the certain stage shows up in form the threats of crisis. The threats of crisis have external and internal nature. On each of types of threats of crisis there must be a corresponding reaction of the system of anticrisis management.

One of the most effective instruments of anticrisis management on an enterprise, there are development and introduction of anticrisis politics, that includes for itself the elements of diagnostics and measures that allow to educe the most substantial factors in functional activity of enterprise.

In basis of the conducted anticrisis politics there must be development and realization of the concrete measures, sent to the most rapid renewal of solvency and financial firmness of enterprise that provides his exit from the crisis state.

Anticrisis politics is such type of management an enterprise, the primary purpose of that is a foresight of danger of crisis, his non-admission or softening of negative consequences. Anticrisis politics of enterprise is considered one of the most effective instruments of management, that helps not only to overcome the consequences of crisis an enterprise got in that, but also in time to warn her.