

Financial strategy of business as the main instrument for its sustainable development

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In the article deals with the main evolutions of the notion financial strategy by analyzing the works of scholars, identifies several groups of views, but the authors found that these works have not observe different experiences in the formation financial strategies and the process of their improvement, which is why the authors outline the most wider definition of financial strategy, which includes a broader concept, management at the interval enterprise.

The urgency of the chosen topic is based on the fact that in the era of tight competition, the over-saturation of the market of goods and services and the limited resources of the enterprise, it is necessary to increase the attention of correctness of choosing the existing strategy of organization and formation more beneficial for the enterprise as a whole. The financial strategy, which in conjunction with other strategies, is the main driving force behind the achievement of sustainable development. It is the right choice and further improvement that makes it possible to efficiently use the available resources, to preserve and, in the long run, to improve the financial and economic performance of the enterprise every year.

That is, special attention should be paid to the existing financial strategy, to analyze it in connection with the main strategy of the enterprise and other strategies, and, having identified the shortcomings, to develop a concept for improving the financial strategy of the enterprise. That is why it is necessary to create a basis for analysis and improvement of the financial strategy. First of all, it is necessary to determine the mission of the enterprise. In the future, evaluate the financial and economic activities, which will distinguish the weak and strong sides of the enterprise. And in the future, carry out the expediency of the financial strategy. The final step is to improve the financial strategy of the company due to identified weaknesses.

Therefore, the issue of improving the financial strategy at the enterprise at the present stage is very important for ensuring sustainable development of the enterprise.

To this end, the authors formulated a structural and logical scheme for improving the financial strategy of the enterprise and noted the differences in the assessment of individual elements between Ukrainian and foreign methods.