

THE EFFECTIVENESS OF THE FINANCIAL MANAGEMENT OF ENTERPRISE FINANCIAL BALANCE MEANS (ON THE EXAMPLE OF LVIVOBLENERGO)

Kaidrovych H.I.

Postgraduate Student of Economics and Economic Security
Lviv State University of Internal Affairs

Current state formation electricity market requires coherence sustainable development entities and economic security for their effective operation. This approach identifies system constraints optimal state of equilibrium is determined by the financial entity. This system of financial tools companies balance is analytical software that enables to generate quality information flow system for analytical studies.

For financial management companies scholars formed and adapted a set of methods that are relevant for most businesses in the current development of financial management, namely methods of optimization of capital structure, the system of financial indicators to the specifics of the enterprise, methods of forecasting bankruptcy, methods of measurement of financial risk discount methods for evaluating investment projects, financial management techniques with the use of financial instruments, balanced scorecard and others.

Search applied methods for solving practical problems of financial management shows the effectiveness and importance of the financial mechanism of balance. Analysis and evaluation of enterprise financial balance to determine the critical aspects of their business and offer options and exit the crisis. A significant advantage of using the method of financial balance mechanism of enterprises is that the company, within its limited resources, can find solutions to many problems. That is, without the involvement of additional financial resources, the

entity may restructure and optimize existing resources to efficient use.

The advantage of this method is the fact that for the evaluation of financial balance uses these financial and economic activities that are usually readily available (generated in the financial statements) and at the same time very informative.

Evaluation of the financial balance of the enterprise should include the following components of analytical tasks: analysis of the economic potential of the company (analysis of assets and liabilities); analysis of the structure of the income statement; analysis of liquidity and financial stability; analysis of the effectiveness of the company. The challenge is in the decision to formalize these problems in the relationship (information and algorithmic). The only formal process should provide information on all analytical tasks in blocks of relationships and interdependence. Thus, it is important to consider all the indicators in dynamics, as it allows comparing data and assessing trends in their changes.

Summarizing the results of the research note, the value of the company its growth and liquidity have greater interdependence and interrelation. Shaping between the equilibrium values already in the process of establishing the goal of the company and its goals can be achieved not only financial balance and economic growth company, but also protect the company from threats and risks.

In the future to assess the financial balance and identify the optimal trajectory of energy companies in multidimensional space

advisable to take into account the concept of cost management.

According to the scholars in recent years the concept of cost management is the subject of special attention among foreign and local researchers and is known as a con-

trol for the cost (Managing for Value, MFV). The aim of this concept is the enterprise management in order to increase its market value, and providing complex financial equilibrium of the proposed methods can serve as a basis of its implementation.