

FEATURES OF FINANCIAL STRATEGIES OF MACHINERY ENTERPRISES

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The political and economic crisis in the country, strained relations with neighboring countries led to a complete reorientation of the industry on new products, new markets, new methods of competitive struggle, and therefore, new technologies, business processes, and the like. Thus, the strategic development of Ukrainian enterprises today doesn't depend on state support, but is a result of management ability to develop and implement effective strategies. The process of change expressed in restructuring, reorganization and business processes reengineering requires an appropriate supply at all organizational levels. And here is a great importance of the financial possibilities of an enterprise, the efficiency of the financial strategies at both resource and functional levels.

The system of strategic financial management of the enterprises and their groups mainly focuses on the formation of optimal capital structure, and its task is to determine level of own and borrowed funds which will provide the desired level of yield and profitability.

The strategy of self-financing and maintaining the optimal level of financial security for the implementation of the general

adaptive strategies of a business can be considered as a typical financial strategy of Ukrainian industrial enterprises. The limited development of the national economy, institutional factors, high government corruption and the lack of state influence on the development of the leading sectors of the economy make the economy of Ukraine highly unattractive to foreign investors, which is reflected in the lack of long-term liabilities in the capital structure of domestic enterprises.

The grouping of Kharkiv machine-building enterprises has proved that the processes of formation and realization of financial strategy is characteristic only of a certain their part. It is accompanied by the sustainable level of financial stability.

Modeling causal relationships between the indicators of the enterprise's financial state proved a statistically significant relationship between the enterprises capital structure and its profitability, liquidity and business activity. With this in mind, regression models can be used as an analytical tool in the process of financial strategies making at industrial enterprises of Ukraine and can be considered as a part of methodical support of strategic financial management.