

THEORETICAL AND METHODOLOGICAL PRINCIPLES OF THE ENTERPRISE'S RESTRUCTURING

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In the article considers the theoretical and methodological approaches to understanding the structural and logical nature of the concept of "enterprise restructuring". The theoretical framework of this long-term research on enterprise's restructuring has shown that enterprise restructuring is an ongoing process, which main purpose is the gradual transformation on a harmonious enterprise aims to improve the efficiency of its production and competitiveness. Under the restructuring of the company can be viewed the constantly evolving process of transformation in the company through a comprehensive implementation of the necessary actions of different types and forms aimed at overcoming the crisis and further development of the company.

This paper presents an empirical investigation to learn the impact of some internal and external factors that stimulate the restructuring of the company. Determined the nature and features of restructuring processes and created purpose, object and the dates.

It is proved that address major of the enter-

prises challenges such as security activity in the near future and restore competitiveness in the long run promotes the release of its forms, namely: operational (short-term) and strategic (long-term) forms. Depending on the purpose of the enterprise restructuring changes may occur in the following forms: evolutionary restructuring; adaptive restructuring; anti-crisis. In addition, in cases when the purpose of restructuring is more formal in nature, it may have the following subtypes: management; legal; engineering; financial; economic.

It is proved, that the restructuring efforts by using specific tools depend on financial and economic conditions of the enterprise. The restructuring effective factor is setting goals and understanding by management of its necessity. The main objectives of the restructuring are: improving economic and financial performance of the company in the short and long term; attracting long-term liabilities; increase the market value of shares; enhance product competitiveness in the market; expansion of existing or conquer new market segments; avoid bankruptcy.