

## **Anti-crisis financial management as a basis for financial management of domestic enterprises**

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The current state of development of the economy of Ukraine shows that the problem of unprofitability and bankruptcy is extremely actual. According to the State statistics service of Ukraine for January-September 2015, 40.3% of large and medium-sized enterprises received a loss, which confirms the need to implement anti-crisis financial management at domestic enterprises. Under such control it is necessary to understand the system of measures aimed at the prevention, detection and timely elimination of the signs of the crisis to avoid bankruptcy and restoration of activity of the enterprise. Describing the process of anti-crisis financial management should highlight the features that distinguish it from the management in ordinary stable conditions of economic entities activities, in particular in relation to the purposes, methods and information base. The essence of

the system of anti-crisis financial management of modern enterprises lies in the fact that the threat of bankruptcy is a subject to the diagnosis even in the early stages of its emergence, and this allows to promptly enact a special financial mechanisms to protect or to justify the need of certain reorganization proceedings.

Considering the anti-crisis financial management, it is necessary to consider the allocation of the possible methods of prevention of crisis situations occurrence, among which are the following: continuous monitoring of the financial condition, identification of the main factors contributing to the crisis state of the enterprise, the choice of adequate measures and their consistent implementation in accordance with the specific economic activity of the enterprise and the extent of the crisis phenomena and so forth.