

The profit management system as a condition for the effective operation of the company

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The study is focused on the role of the profit management system in the effective operation of the enterprise. Were determined that the profit serves as a general indicator of financial results, reflects the final monetary value of production and financial activities of the enterprise. It was found that the value of the company's profit is affected by many factors that must be considered in the management process. These factors are conventionally divided into two groups: external and internal. It was established that profit management is the process of preparing and adoption decisions about the formation, distribution and use of profits at the company in order to maximize the welfare of the owners of the company in current and future periods. The main tasks include: evaluation of the profitability of industrial and commercial activities of the enterprise; identification of business risk; ensuring the maximization of the profit within the capabilities of the enterprise resource potential and limitations of market conditions; ensuring the optimal proportionality between the level of income and acceptable level of risk; ensuring payments of high-income to owners of the company; ensuring the formation of sufficient financial resources from the profits according to the objectives of the company in the long term;

ensuring the constant growth of the market value of the company; identification of reserves of profit's increase at the expense of industrial activities, investment and financial transactions; strengthening the competitive position of the company by improving the efficiency of distribution and use of income. Were formulated the principles of formation of the profit management system, including principles: integration, continuity, systematic, complexity, dynamic management, variability in approaches of preparing of individual management decisions and focus on the strategic goals of the enterprise development. It was established that an effective profit management system contributes to stable operation and development of the company through: improving the welfare of the owners of the company; ensuring the growth of the market value of the company; increase its investment attractiveness; implementation of profit distribution in accordance with the development strategy of the company; ensuring the effective impact on labor activity of workers which is carried out by the worker's participation in distribution of profits; increase of level of solvency of the enterprise; risk reduction activities; implementation of social development of the enterprise; replenishment of financial resources of the company.