

ASSESSMENT OF INDICATORS IMPACT ON FINANCIAL RESULT OF ENTERPRISES

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Approaches to the interpretation of the essence of the concept of “financial strategy” are systematized and the main features of the concept of financial stability are highlighted: achieving sustainable financial position (stability), balance of assets and liabilities that will result in investment attractiveness in the long term, as well as solvency and financial independence. Different methods of assessing the financial situation of a company in the present circumstances are studied; for businesses in Ukraine the method of financial ratios is peculiar, including a group of indicators of financial stability, financial status, solvency and liquidity, profitability and business activity. Ratios are the best indicators to assess the financial stability of the company. Constructed a hierarchy of assessing the financial sustainability of an enterprise, where such ratios as autonomy and flexibility of working capital are at the highest level. Hierarchy of assessing the financial viability is 6-level. The main goal in the assessment of financial stability is the ratio of short-term debt. At the next level defined the ratio of own and borrowed funds, autonomy ratio of

sources of inventory and costs. The 3 level includes the ratio of own and borrowed funds, accounts payable, long-term raising debt funds. In front of the last two (2, 1) the most common ratios are specified: leverage ratio and current assets to equity ratio. At the highest level are the following ratios – flexibility of working capital and autonomy, which will provide further perspective on the theoretical and practical studies at different levels of the built hierarchy for the ratio of assessment of financial sustainability by the chosen level. The resulting hierarchy of assessing the financial sustainability of an enterprise describes in full the effectiveness of operational, investment and financial development and ensures the company’s ability to meet its debts and liabilities. The methodical approach to the assessment of financial results is proposed that will systematize a sequence of analysis procedure of formation and use of its financial resources, determine the optimal amount of current assets, identify potential for raising efficiency of operation and develop measures to cover the capital structure of enterprises.