

FINANCIAL STRATEGY IN THE ENTERPRISE MANAGEMENT SYSTEM

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The role of the financial strategy in the management system of an enterprise is growing in the current economic conditions. Globalization and integration processes are enhancing the importance of solving problems that are associated with providing enterprises with the necessary financial resources and their efficient management.

The aim of the article is to reveal the essence of the enterprise financial strategy and to substantiate its role in the management system of the enterprise.

An analysis of the literary sources showed that there is no single, universally accepted approach to defining the essence of the concept of "financial strategy of enterprise". It complicates the substantiation of scientific recommendations for improving the management efficacy of enterprise as a whole and its financial resources separately.

The theoretical approaches to defining the essence of financial strategy of the enterprise are researched in the article. The analysis of different approaches to the definition of "financial strategy of enterprise" allowed proposing the author's approach to its interpretation.

Financial strategy includes different methods and instruments of formation, distribution and use of financial resources. It is orientated to ensure financial stability of the enterprise, increase market value and the welfare of its owners in conditions of rapidly changing external environment.

Financial strategy is simultaneously a basic among other functional strategies and an important part of general corporate strategy of the enterprise.

Financial strategy plays an important role in the enterprise management system. It provides the attraction of financial resources needed to implement strategies at all levels and their effective uses.