

THE ENTERPRISE FINANCIAL POSITION DETERMINATION AND NEW ANALYTICAL WAYS TO IMPROVE IT

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The enterprises perform their productive and economic activity by themselves at the present stage of market relations development, but, at the same time, they should take into account the interests and wishes of customers as well as to produce the demanded products. It is caused by the existence of the competitiveness of goods and services in the market, as well as the fighting for each consumer of the produced goods. The analysis of the enterprise financial state is one of the main tools to find the competitiveness of a producer. This can be achieved by the effective management of all factors of production.

Due to recent events in the political and economic sphere of our country, arises the need to find new approaches helping the companies to overcome the crisis and ensure their proper financial and economic state. A great part of the Ukrainian enterprises has an unsatisfactory capital structure and feel the lack of working capital. The development and implementation of new analytical methods and ways to improve the financial company states will increase its property potential to restore paying capacity and profitability.

Constant provision of the managing staff with the information on the current financial

stability level and the enterprise ability to further development is one of the significant conditions for overcoming the existing crisis phenomena at the enterprises.

The enterprise financial state mainly depends on the paying capacity, i.e. its ability to meet the payment requirements of suppliers, to make payments on bank loans, salaries and taxes in time. The presence of the enterprise monetary assets for their financial duties fulfilment proves its liquidity.

Taking into account the unstable situation in the Eastern part of the country, a lot of Ukrainian enterprises have been considered as insolvent. Therefore, the enterprises cannot influence the political situation in the country that is why the alternative methods of their financial status improvement seeking have to be done.

The financial position determination of the company has been of great importance. Due to the received data, the main ways promoting the product consumption in the markets could be found, as well as its realization amount increase will create preconditions for the enterprise financial and economic crisis overcoming, and thus improve their financial situation.