

CRISIS MANAGEMENT OF FINANCIAL CONDITION OF UKRAINIAN BREWING INDUSTRY ENTERPRISES

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The current crisis business environment is characterized by the increase of the level of financial and economic risks, increase in inflation, unstable exchange rates, challenging economic and political situation in Ukraine in general. Every company is faced with the need to provide stable financial condition. It can be done through the establishment of effective financial management. It also concerns the brewing industry enterprises.

Brewing sector plays an important role in the food industry of Ukraine. However, compared with European countries domestic beer market is not developed enough. Its operation is characterized by negative trends. The main reasons for this situation are general economic problems and are caused by the industry-specific conditions.

It is established that the financial condition management of the company is diversified and complex process. It requires constant exposure on the financial management object with the help of methodological and technological methods provided the implementation of the enterprise with the necessary financial resources. In the future it should lead to improvements of the financial stability and solvency, to the efficient allocation and use of financial resources. Management of enterprise financial condition changes significantly when it is in crisis.

So, the activity of brewing industry enterprises is currently having a negative development trends and is characterized by the existence of crisis. It is established on the basis of the State Statistics Service. That is why the main areas of crisis management at the brewing industry should be aimed at countering external and internal threats.

It is found that the main negative effect on the development of enterprises in the industry is made by such factors as the constant tax rate increase and a prohibition on advertising of beer, raising electricity rates, rising prices for raw materials.

Thus, the main activities of the financial enterprise crisis management should be: optimization of the cost due to reducing cost of raw materials and reducing energy consumption; revenue and expenses growth balancing; renewal of the industrial infrastructure and expansion of "bottlenecks"; development of sponsorship, organization and participation in media projects; growth of the depth range of beer varieties (the use of the craft brewing philosophy).

Necessary measures also include restructure of fixed assets, more effective use of borrowed long-term sources of funding; active implementation policy aimed at increasing home equity, permanent control of each counterparty receivables, restructuring debt, prevent overdue debts.