

WAYS OF INCREASE OF THE PROFITABILITY OF ENTERPRISES IN THE CRISIS CONDITIONS

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Every enterprise must be clearly oriented to a complex flow of market relations, correctly evaluate the production and innovation potential, financial and economic situation, the strategy of further development of native enterprises. A significant number of the enterprises of machine-building and metallurgical industries that form the gross domestic product of the country in a current period became the most vulnerable and had reduced not only financial and economic indexes but also competitiveness. There are a number of reasons, including: military and political conflicts, technical and technological lag and the lack of the effective management strategies, the crisis phenomena are oriented to overcoming. In Ukrainian realities, it is also high rates of prices increases on the products of fuel and energy complex and transport services, which led to the rising cost price of production and increase the terms of the devaluation of the national currency – hryvnia.

Today, it is difficult to plan the subjects of manage and make their activities in a long-term prospect and to remain always profitable. Consequently, here is a necessity to consider the ways of maintenance and the possible increase of the profitability of the enterprises in the crisis conditions.

In this article, we have indicated the possible forms of the crisis appearing at the enterprises. We have made the analysis of just such factors as: the financial status and the production sustainability of the enterprise, the economic potential, marketing of the enterprise, decreasing of the terms of the realization of goods, the prime cost of products, the cost of import duties, availability of funds in the settlement market of the enterprise, development of new products, information support of the enterprise, the control system of the enterprise, and we have proven their feasibility.

It is necessary to find out the stable functioning for the subjects of manage:

- stabilizing factors to maintain their profitability in a difficult period;
- the target that can reduce the risks and negative consequences of the crisis;
- recommendations for improving the financial and the economic position of the enterprise in consideration of the complex analysis.

Consequently, the author emphasizes the need to develop the anti-crisis strategy of any enterprise. Its application will make possible the enterprise support, obtaining the revenue, improvement of management activities.