

INTEGRATED ASSESSMENT OF THE COMPANY'S FINANCIAL STATUS ON THE BASIS OF LIQUIDITY

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The present requires constant monitoring of the financial condition of a company and its changes as it acts as the key to developing effective management decisions and increasing profitability.

Relevant issues are improving approaches to the calculation of liquidity and solvency, undercharacterized criteria for distribution companies in terms of solvency, and assessment of their financial condition on the basis of liquidity.

Methods of comprehensive financial analysis of companies occupy a leading place in financial analysis. Its use, in particular, provides an objective assessment of financial and business entities and search for reserves of efficiency and comparative assessment of producers in a competitive environment and selection of partners.

Overall comprehensive assessment of the financial condition of the entity involves

determining the economic potential of the company and its place in the economic environment. Based on this assessment formed the necessary information base for making a variety of administrative and financial decisions on the issues of the sale of business areas industrial development, attracting investment and so on.

The results of a comprehensive financial analysis are used by the owners for information support for needs of operational financial planning and are a part of crisis management instruments and methodological basis of the bankruptcy proceedings.

Indicators of liquidity of the company can be successfully used to conduct a comprehensive assessment of the financial condition in general. In addition, they are useful not only in terms of retrospective analysis but also allow predicting the entity's financial position for the future.