

# WAYS TO IMPROVE PROFITABILITY OF NATIONAL ENTERPRISES IN MODERN MANAGEMENT CONDITIONS

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The topic is relevant because of the necessity of mastering efficient methods of management of enterprises, production organization and product sales by entrepreneurs, by means of which it is possible to get the highest profit. Enterprise profitability is the most important indicator of development because, without strategic means of development and the proper level of profit, enterprises can gradually lose liquidity and become bankrupt, but rising of profitability means an increase of potential capabilities of an enterprise and increase of its degree of business activity.

The purpose of the article is the research of theoretical basis of the enterprise profitability, profitability level of national enterprises and research of ways to improve it in modern management conditions.

The research is conducted concerning search and analysis of factors, which form the enterprise profitability in modern conditions. It revealed that profitability is characterized by profit and cost effectiveness.

Identified the essence and meaning of profit as absolute measurement unit of the enterprise profitability, its role for the enterprise operation in the market and factors of influence on it. Displayed the role of cost effectiveness in a process of characterization of the enterprise profitability level and its business activity. Evaluated the role of

identification of reserves of increasing production volume, decreasing prime cost and growth of profits for the rentable functionality of management subjects in the conditions of market relations.

Researched level of profitability for national enterprises. Analysed range of practical techniques oriented to increase profitability level of enterprises and order of their implementation. Pointed out general ways to increase production efficiency by the means of its expansion such as extensive and intensive.

Offered ways to increase levels of cost effectiveness and profitability for enterprises in modern management conditions. Among them are: improvement of product quality, an increase of production amount and sales, the competent establishment of contractual relationships, improvement of the marketing system, decrease of expenses and prime costs of products, an increase of productivity.

Offered general measures, which can be used by national enterprises to increase the profitability of their activity in modern conditions in Ukraine. However, enterprises must actively look for every possible way to improve production, increase the competitiveness of own products, which must assist increasing the enterprise profitability and cost effectiveness.