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EVALUATION AND WAYS TO INCREASE FINANCIAL STABILITY OF THE ENTERPRISE

In an unstable external environment, the functioning of economic entities is characterized by difficult business conditions, increasing competition between enterprises, which leads to the deterioration of their financial condition and subsequent bankruptcy. Therefore, one of the main problems enterprises are strengthening their financial stability. The financial stability of the enterprise in the process of economic activity is determined by the size and structure of its capital [3].

The stable state of finances is formed in the process of economic activity of the enterprise. Determining it for a certain date helps to answer the question of how correctly the enterprise managed financial resources during the period preceding that date, how it used property, what is the structure of property, how much it rationally combined. If the company is financially stable, it is able to "withstand" unexpected changes in market conditions and not end up in bankruptcy. Moreover, the higher its resilience, the greater the advantages over other enterprises of the same sector of the economy in obtaining loans and attracting investments.

The issues of strengthening financial stability, improving their financial position of enterprises, analysis and diagnosis of financial stability are devoted to the works of such scientists as I. Blanc, J. Brigham, V. Geitsa, V. Kovaleva, L. Kostyrko, R. Saifulina, E. Stoyanova, V. Kharchenko, A. Sheremet and others.

Financial sustainability is a dynamic, complex, complex and multifaceted concept that requires a balanced approach to defining the areas of its provision. Ensuring the financial

stability of the enterprise should be understood as the development of a set of measures and the formation of financial and economic mechanisms for their implementation [2].

Financial stability is formed in the process of operational, financial and investment activities of the enterprise, is the result of interaction of all elements of the system of financial relations of the enterprise, and therefore is the main component of the overall economic stability of the enterprise [4].

Measures aimed at improving the financial stability of the enterprise include the management of income and expenses as components of profit management of agricultural enterprises. The process of forming the optimal capital of the enterprise should be based on the purpose of using the capital structure. The capital structure is the ratio of own and borrowed financial resources of the enterprise, which fully ensures the achievement of the selected factor of its optimization.

Improving financial stability is possible through a capital optimization management policy, the main component of which is a compromise between the degree of risk and capital turnover. In carrying out its normal activities, the company should not use 100% of the borrowing opportunities. It is necessary to reserve "borrowing power" so that there is a probability, if necessary, to use the loan without converting the differential of the financial lever to a negative value. American experts advise not to exceed 40% of borrowed capital in the structure of total capital, is the leverage should be 0.60. Basic principles of the process of optimizing the capital structure of the enterprise [1]:

1. Taking into account forecasts of economic activity of the business entity. Capital formation should be associated with the requirements of economic activity not only at the initial stage of enterprise establishment, but also in the near future. This can be achieved by making the necessary calculations related to the company's development forecasts.

2. Formation of conformity of the attracted capital to volumes of current and non-current assets of the enterprise. When creating a new enterprise, the total need for capital includes: capital, which is associated with the initial costs (these costs are necessary for the development of a business plan; they are a small part and are usually one-time); start-up capital, the purpose of which is the direct formation of enterprise assets.

3. Creating an optimal capital structure in terms of its efficient use. The implementation of plans to achieve a positive end result of the enterprise depends on the capital structure in terms of its affiliation. The capital structure is the ratio of own and borrowed financial resources that the firm consumes in the course of its economic activity.

The financial stability of the company characterizes the result of current, investment and financial development, contains the necessary information for investors, as well as reflects the ability of the company to meet its debts and liabilities. Measures aimed at improving the financial stability of the enterprise include revenue and expenditure management as components of enterprise profit management. One of the important directions of profit growth is to reduce the cost of production, which is a necessary condition for stabilizing prices and economic growth of agricultural enterprises.

References:

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