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SYSTEMATIC ANALYSIS OF THE FINANCIAL CONDITION OF THE COMPANY: METHODS AND AREAS OF IMPROVEMENT

This article deals with the nature and importance of the financial condition of the company, study methods and techniques of financial analysis of enterprises offering

Measures to improve the evaluation of the financial situation of the company.

The economic activity of enterprises is due to the organized, high quality, timely and effective management, which is a set of interrelated functions performed consistently. In a market economy the validity and effectiveness of operational management decisions largely depends on the quality of financial and analytical calculations. Evaluation of the enterprise is a key element in the management and justification of economic decisions. It is of interest to investors, creditors, suppliers of inputs and state governments. Analysis of the financial condition of the company, on the one hand, the result of the company, and with another – identifies the preconditions of its development.

Analysis of the company financial condition is an essential starting point for understanding the changes and miscalculation of options to improve the company efficiency. Therefore, we must first understand what the financial condition in all its versatility is and explore approaches to its analysis and evaluation. After all, the results of its analysis and decision-making will be based on improving the efficiency of the company.

During the financial condition of the company to understand the degree of availability of enterprise financial resources necessary for effective economic activities, as well as timely cash payments on its obligations. It reflects in financial form overall business results of financial management. Thus, it should be noted that the financial position is the result of all forms of its activity as the entity on the one hand and because of this

activity makes a key influence in changing the future manifestation of the company that creates it "further current state."

The purpose of assessing the financial situation of the company in the current financial crisis is the development and implementation of measures aimed at the rapid restoration of solvency, recovery of sufficient financial viability, installation possibility enterprise to continue its business activities, further development, ensuring profitability and growth of productive capacity and relevant decisions. The survey results make it possible to draw conclusions and proposals that today are most necessary:

- Improve the information and guidance of the financial condition of the company;
- Develop methodological support of the process of forecasting the financial condition of the company;
- Improve analysis of the structure of the company, depending on the purpose and content of each stage;
- Work on the methodology of the financial statements, which will increase its analytical capabilities and the reality of property valuation;
- Develop a comprehensive methodology for scoring the financial condition of the company, which would allow analysing the enterprise for optimal set of financial indicators and ratios;
- Improve the theoretical principles of formation and implementation of enterprise information system;
- To review and revise regulations that reveal the techniques of financial analysis of the company;
- Improve the forms and methods of financial security of the enterprise, that is, the search for new effective ways of financial activity;

- Adapt to modern methods of analysis of economic and legal conditions.

Considering the nature of assessing the financial situation of the company can be argued that such an assessment is necessary to improve the work market economy, the ability to purchase self-financing, self-

sufficiency, for more effective use of financial resources in the enterprise, as well as to the financial stability of the company. A necessary condition for normal financial activity is sufficient storage solvency, liquidity and business activity during the reporting period and predictable.