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WAYS TO IMPROVE THE METHODOLOGY OF ANALYSIS OF THE FINANCIAL CONDITION OF THE ENTERPRISE

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Introduction. In modern business conditions due to rapid changes in the external environment of enterprises, the problem of analyzing the financial condition of the enterprise and its evaluation is becoming increasingly important, because, on the one hand, it is the result of the enterprise, i.e. its achievement, and on the other – determines prerequisites for enterprise development. One of the highest goals of assessing the financial condition of the enterprise is to find reserves to increase the profitability of production and strengthen commercial calculation as a basis for stable operation of the enterprise and fulfillment of its obligations to the budget, bank and other institutions. The need for such an analysis can be explained, first of all, by the fact that quite often companies are not able to properly assess their financial condition, which in the future creates serious obstacles to its effective operation.

With the timely development and implementation of measures aimed at improving the financial condition in the long run, companies can increase their property potential, restore solvency and profitability. Prevention of the development of negative crisis phenomena at the enterprise is possible only with the systematic provision of management staff with information about the current level of financial stability and the ability of the enterprise to further development. Such financial and analytical information should be obtained based on the results of assessing the financial condition of the enterprise. This determines the theoretical and practical significance of this research.

Conducting an assessment of the financial condition makes it possible to determine the reliability of current financial accounting and reporting, creates a basis for hypotheses about the patterns and the possibility of unstable financial condition [2, 3].

Analysis of recent research sources and publications. Significant contribution to the development of theoretical and methodological principles for assessing the financial condition of national enterprises was made by economists: I.Z. Adamova [1], T.A. Horodnia [5], N.H. Mitsenko [6], T.A. Obushchak [4], O.I. Pavlenko [7] et al. But the question of determining and objectively assessing the financial condition of the enterprise remains relevant. At the same time, it remains unclear which method of assessing the financial condition is more acceptable in practice, will comprehensively and comprehensively examine the financial condition of the entity, justify effective management decisions to develop and implement the latest financial policy of the enterprise, which will be aimed at achieving

long-term development goals.

The purpose and objectives of the research. The purpose of the article is to determine the main approaches to assessing the financial condition of the enterprise and develop proposals for improving the methodology of analysis of the financial condition of the enterprise.

Results. Analysis of the financial condition of the enterprise is a comprehensive study of its functioning in order to objectively assess the achieved financial results and identify ways to further increase profitability, ensure the level of liquidity. The content of this analysis is to study the location and use of means of production, the state of inventories, and borrowed sources of their formation, the solvency of the enterprise, the provision of its own working capital.

In a market economy, each company must ensure a state of its financial resources, in which it would consistently maintain the ability to meet its financial obligations to partners, government, owners, employees. The financial condition of the enterprise is a complex concept that is the result of the interaction of all elements of the system of financial relations of the enterprise, determined by a set of production and economic factors and characterized by a system of indicators reflecting the availability, location and use of financial resources [1, p. 115].

Considering the essence of the analysis of financial condition, first of all, it is necessary to make a critical assessment of the very concept of «financial condition» and its definition by various specialists. Despite its simplicity and prevalence, at first glance, unambiguous interpretations are still not observed (Table).

Table 1

Defining the meaning of the concept of «financial condition»

№	Author	The meaning of the concept	Comment
1.	A.M. Podderohin [2, p. 282–283]	Financial condition – a complex concept that is the result of the interaction of all elements of the system of financial relations of the enterprise, is determined by a set of production and economic factors and is characterized by a system of indicators reflecting the availability, location and use of financial resources	Emphasis is placed on the availability of resources that can be used by the enterprise, but ignores the qualitative side: the feasibility and efficiency of their use.
2.	I.O. Blank [3, p. 476]	Financial condition – the level of balance of individual elements of assets and liabilities of the enterprise, as well as the level of efficiency of their use.	Two aspects are taken into account: the required amount of resources and the quality of their use.
3.	G.V. Savitska [4, p. 409]	Financial condition is the ability to finance its activities, i.e. is characterized by the provision of financial resources, financial relationships with other individuals and legal entities, solvency and financial stability	The qualitative side of resource use and participation in the relationship is not specified
4.	M.N. Kreinina [5, p. 11]	Financial condition – an indicator of economic activity of the enterprise, which characterizes its business activity and reliability	Business activity and reliability – limited characteristics of the enterprise and do not give a complete picture of the ability to function effectively for the future
5.	H.B. Poliuk [6, p. 277]	The financial condition of the enterprise is, in fact, the final results of its activities	It is impractical to identify all aspects of the enterprise only with financial results (profit or loss)
6.	L.O. Kovalenko [7, p. 411]	The financial condition of the entity – a characteristic of its financial competitiveness, efficiency of use of financial resources and capital, fulfillment of obligations to the state and other entities	The author takes into account most of the features of the enterprise, from which it is possible to draw sound conclusions as a market entity

Summarizing all these definitions, we note that, in our opinion, the financial condition is a complex,

integrated in many respects characteristics of the enterprise in a given period, reflecting the level of its financial competitiveness, the degree of security of its own and borrowed financial resources, the degree of their relationship between itself and the rationality of placement, provision of own working capital for timely settlement of liabilities and effective economic activities in the future.

Although there is no general methodology for determining the financial condition of the enterprise, we can summarize the opinion of national scientists who consider the stages of analysis of the financial condition of the enterprise (Picture 1).

During the analysis of the financial condition is determined by the content of each of its stages, and especially organizational.

The first stage. Express analysis of the financial condition of the enterprise. The initial data for the rapid analysis are individual items of the balance sheet of the enterprise, which are used to calculate independent variables. The purpose of rapid analysis of financial and economic activities is to assess the working conditions of the enterprise in the reporting period, identify key trends in its activities (profitability, asset turnover, liquidity of the balance sheet), as well as qualitative changes in property and financial regulations (Fig.1).

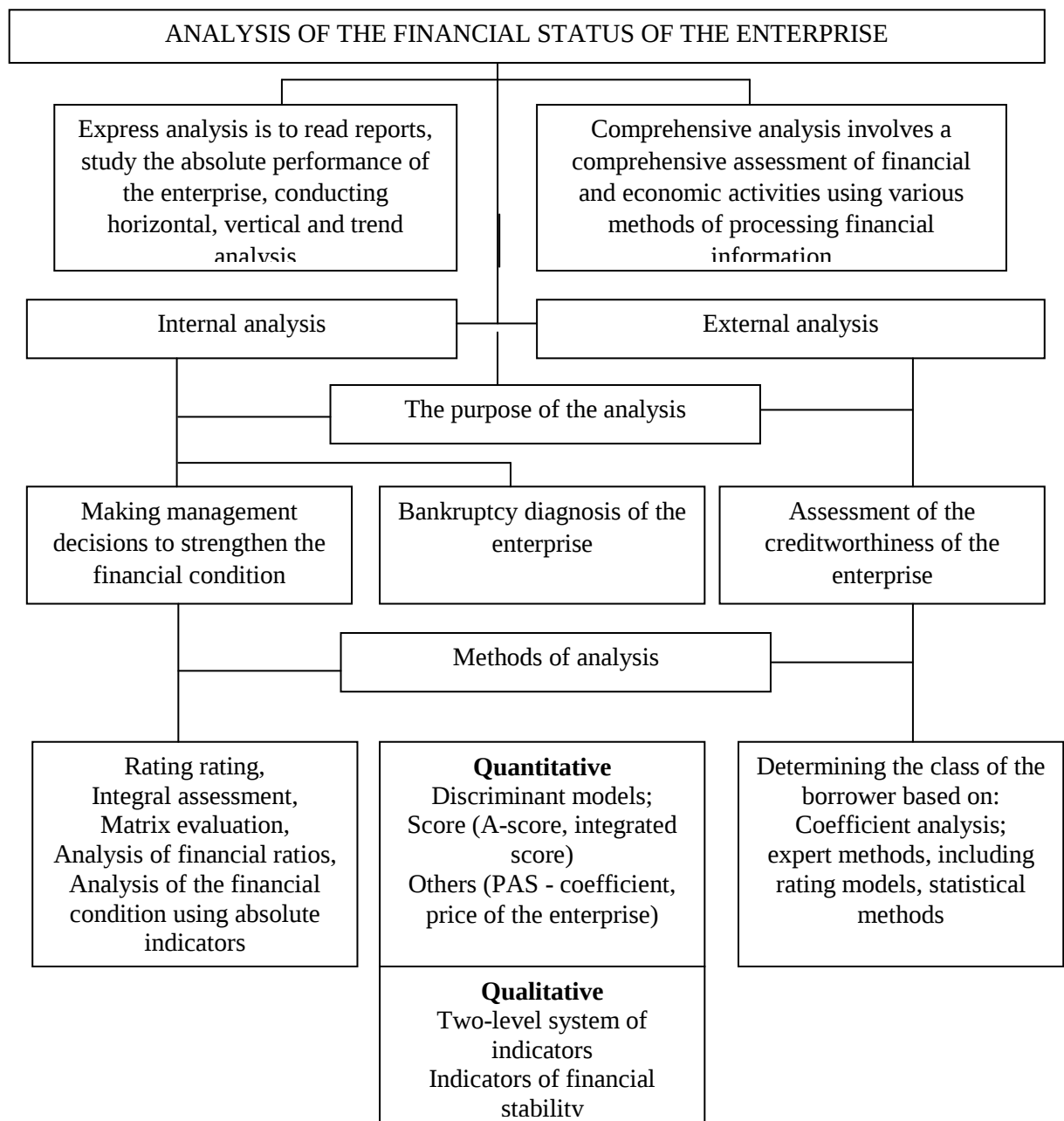


Fig. 1. Methodical approaches to the analysis of the financial condition of the enterprise

It is necessary to pay attention to the algorithm for calculating the main indicators. The essence of rapid analysis is the selection of a small number of indicators and the constant study of their dynamics. Express analysis concludes with a conclusion on the feasibility of further in-depth (detailed) analysis of financial and economic activities of the enterprise.

The second stage. It is comprehensive (in-depth) analysis of the financial condition of the enterprise, the initial data for which are the financial statements of the enterprise. The general assessment of the financial condition of the enterprise is carried out at the following main stages: compilation of the aggregate balance sheet and its assessment through horizontal and vertical analysis by items). Such an analysis will make it possible to identify the sources of changes in the structure of the main balance sheet items.

With the help of financial analysis you can provide:

- assessment of the level of efficiency of economic systems and identification of factors and reasons for achieving the status quo;
- determination of trends in the development of the enterprise in terms of its financial condition;
- development of scenarios for the development of economic activity of economic entities: accumulation, transformation and effective use of the information base of a financial nature;
- determining the level of creditworthiness of the enterprise as a borrower of financial resources for business activities;
- quality planning, forecasting, budgeting, identifying needs and efficient allocation of financial resources;
- effective formation and use of cash flows;
- creation of rating systems for assessing the financial condition of economic systems;
- timely application of measures aimed at increasing the solvency, financial stability and profitability of enterprises;
- determination of reserves to improve the financial condition of economic systems;
- substantiation of the policy of distribution and use of profits for the needs of economic systems and their owners;
- assessment of the level of business risk in terms of the ability to repay liabilities, the ability to increase net assets, attract investment and make management decisions.

So, financial analysis is a component of analytical economic research to study the level, changes and dynamics of financial indicators in their relationship and interdependence, in order to make effective management decisions to ensure internal and external economic systems, sustainable economic development and sustainable financial condition.

Today there are also difficulties in analyzing the financial condition of the enterprise due to: instability of the economy; political uncertainty; instability of the legal framework (financial and tax law).

Conclusions. So, the analysis of the financial condition of the enterprise is due to the need for systematic analysis and improvement of market relations, transition to self-sufficiency, self-financing, the need to improve the use of financial resources and search for reserves to strengthen financial stability, as financial results are the basis for calculating resource potential. During the analysis of the financial condition of the enterprise, you can use a variety of techniques, methods and models of analysis, their number and breadth depend on the specific objectives of the analysis and are determined by its objectives in each case.

Based on the study of the method of analysis of the financial condition of the enterprise, it is appropriate to conclude that today the most necessary to improve the financial condition of the enterprise are: improving information and methodological support for the analysis of the financial condition of the enterprise; development of methodological support for the process of forecasting the financial condition of the enterprise; improving the structure of the analysis of the state of the enterprise, depending on the purpose and content of work at each stage; improving the forms of financial reporting, which will increase its analytical capabilities; development of a methodology for a comprehensive score assessment of the financial condition of the enterprise, which would allow to analyze the state of the enterprise on the optimal set of financial indicators and ratios; improvement of theoretical bases of formation and realization of information system of the enterprise.

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Дмитренко Алла Василівна, доктор економічних наук, доцент. **Фурманчук Оксана Сергіївна**, кандидат економічних наук, доцент. Національний університет «Полтавська політехніка імені Юрія Кондратюка». **Шляхи вдосконалення методики проведення аналізу фінансового стану підприємства**. Узагальнено основні методичні підходи до визначення фінансового стану підприємства, розглянуто етапи проведення аналізу фінансового стану підприємства. Визначено основні підходи до оцінювання фінансового стану підприємства та розроблено пропозиції щодо вдосконалення методики аналізу фінансового стану підприємства, оцінено фінансовий стан підприємства з метою пошуку резервів підвищення рентабельності виробництва і зміцнення комерційного розрахунку як основи його стабільної роботи й виконання ним зобов'язань перед бюджетом, банком та іншими установами. Виконано критичне оцінювання самого поняття «фінансовий стан» і його визначення різними спеціалістами.

На основі проведеного дослідження вдосконалення методики аналізу фінансового стану підприємства визначено, що сьогодні найнеобхіднішим для поліпшення фінансового стану підприємства є: удосконалення інформаційного та методичного забезпечення аналізу фінансового стану підприємства й розроблення методичного забезпечення процесу його прогнозування; удосконалення структури аналізу стану підприємства залежно від мети та змісту роботи на кожному етапі; удосконалення форм фінансової звітності, що дозволить підвищити її аналітичні можливості, розроблення методики комплексного бального оцінювання фінансового стану підприємства, яке б дозволило проаналізувати стан підприємства за оптимальною сукупністю фінансових показників і коефіцієнтів; удосконалення теоретичних засад формування та реалізації інформаційної системи підприємства.

Ключові слова: підприємство, фінансовий стан підприємства, фінансовий аналіз, фінансові коефіцієнти, інтегральна оцінка.

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Dmytrenko Alla, D.Sc. (Economics), Associate Professor. **Furmanchuk Oksana**, PhD (Economics), Associate Professor. National University «Yuri Kondratyuk Poltava Polytechnic». **Ways to Improve the Methodology of Analysis of the Financial Condition of the Enterprise**. The article summarizes the main methodological approaches to determining the financial condition of the enterprise, considers the stages of analysis of the financial condition of the enterprise.

The main approaches to assessing the financial condition of the enterprise and the development of proposals to improve the methodology of analysis of the financial condition of the enterprise, the assessment of the financial condition of the enterprise to find reserves to increase profitability and strengthen commercial calculation as a basis for stable operation other institutions. A critical assessment of the concept of «financial condition» and its definition by various experts is analyzed.

Based on the study of improving the methodology of analysis of the financial condition of the enterprise, it is determined that today the most necessary to improve the financial condition of the enterprise is to improve information and methodological support of the financial condition of the enterprise, development of methodological support for forecasting the financial condition of the enterprise. Content of work at each stage, improvement of forms of financial reporting, which will increase its analytical capabilities, development of methods of comprehensive scoring of the financial condition of the enterprise, which would analyze the state of the enterprise for the optimal set of financial indicators and ratios, improvement of theoretical principles of enterprise information system.

Key words: enterprise, financial condition of enterprise, financial analysis, financial coefficients, integral estimation.