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IN TRAINING IN ECONOMICS AND MANAGEMENT”**

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## **TRADE ENTERPRISES' ECONOMIC ACTIVITY MANAGEMENT ON THE FUNDAMENTALS OF FINANCIAL DIAGNOSTICS**

The prevalence of trade in the system of modern economic relations and the prospects of new formats of business models of trade enterprises innovative development require the formation of effective mechanisms for their economic activity management, which can provide sustainable economic growth of both individual economic entities and the trade as a whole. Viability and economic activity intensification of trade enterprises as the base of their competitiveness and sustainable economic development deserve particular attention. As a result, scientific and practical interest of the qualitatively new system formation for information support of trade enterprises economic activity management increases; this system is focused on the prompt creation of relevant information about the financial and resource potential of the enterprise and the results of its use in the process of economic activity, providing communication and meeting the information requests of users at all stages of the management process. The leading driver of creating similar information system for supporting the economic activity management of trade enterprise is financial diagnostics which allows detailed “survey” and substantiation of variants for achieving the desired parameters of its development on the base of available financial resources and their changes under the influence of the external and internal business environment factors.

On the base of [1; 2] we define the trade enterprises economic activity diagnostics as complex of actions which are aimed at providing information management support which involves the use of relevant information and modern methodical tools for its processing during the consistent implementation of diagnostic procedures for identification, assessment of change causes and prediction of the enterprise's economic activity level, reserves identification and development of the practical involvement measures complex for optimal variants substantiation of economic activity intensification providing, competitiveness increasing and sustainable economic development of trade enterprise in the modern retail business space.

This definition meets the modern requirements of the organization of integrated management systems, because it interprets diagnostics as system of special knowledge, which integrates with the management system of economic activity into the general system of enterprise management at the level of the diagnostic process, and provides communications and formation of information array of relevant data for decision making on stimulation and increasing of the economic activity of trade enterprise in the modern business environment.

The main purpose of diagnostics in the management system of enterprise's economic activity is providing information support for effective managerial decisions

making and developing strategies of economic activity in terms of increasing the efficiency of financial and economic resources and competitiveness use and providing sustainable development of enterprise.

Achievement of the determined diagnostics goal is possible on the base of a number of tasks, the main of which are:

- assessment of the state and results of enterprise's economic activity;
- monitoring and identifying trends of resource support development and results' formation of enterprise's economic activity;
- identification of changing determinants of the enterprise's economic activity level and their quantitative assessment;
- prognostication of enterprises' economic activity level;
- substantiation of managerial decisions variants and development of measures for practical realization of identified reserves attraction;
- assessment of enterprise's economic activity management effectiveness in the context of reasonable measures and perspectives of sustainable development.

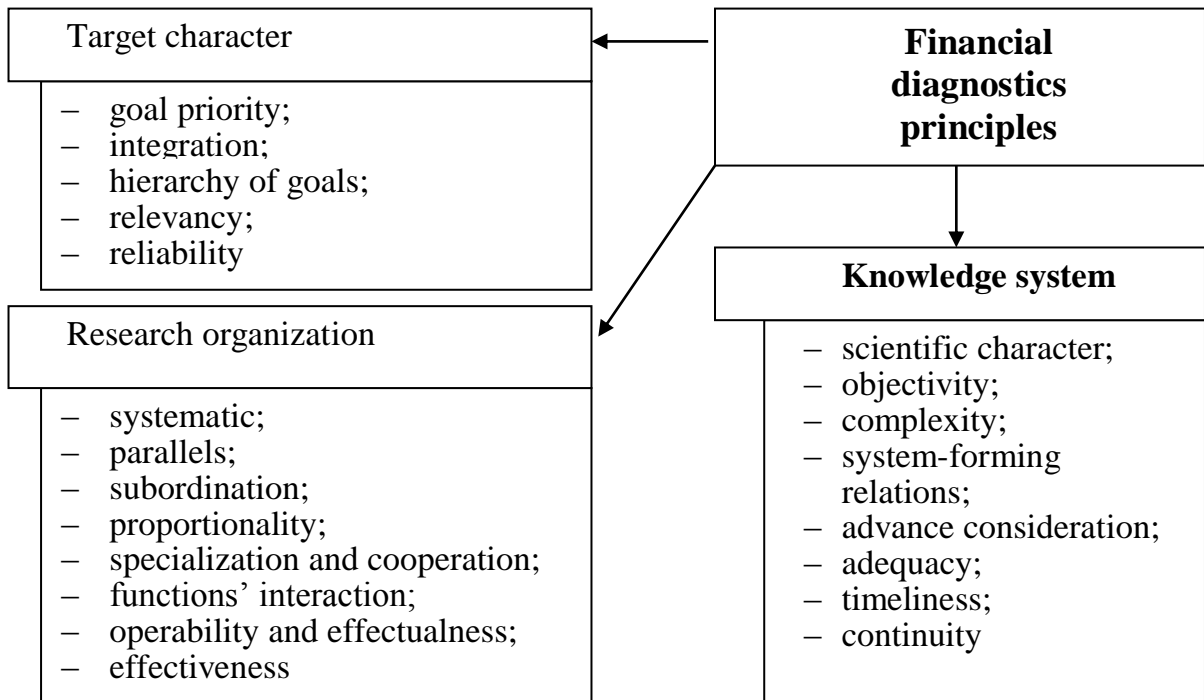
The solution of the diagnostics main tasks provides realization of its main functions in the management system of enterprise's economic activity, namely:

- assessment which is connected with the identification of enterprise's economic activity level and the tendencies of its change;
- control which relates to the verification of the accuracy of information which is used in the diagnostics process and the current monitoring of the effectiveness of the implemented management decisions for economic activity stimulation;
- search which is related to the identification of opportunities (reserves) for economic activity level increasing and managerial decisions substantiation with orientation towards the strategic parameters of enterprise development;
- prognostic which is related to the forecasting of enterprise's economic activity level;
- information which is connected with informational support providing for the effective managerial decisions making and development of the strategic map of enterprise's economic activity.

The functions effectiveness of enterprise's economic activity diagnostics is determined by the subordination of certain methodological principles, in particular they are the target character, the research organization and knowledge system of the whole by its parts, the reasons – by their actions, the internal – by external (fig. 1), and the corresponding organizational, technical and methodological support of diagnostics process (table 1).

Observance of these principles makes it possible to achieve the goal and to solve the main tasks of financial diagnostics; realization of its main functions in the system of trade enterprise economic activity management and allows:

- impartial assessment of enterprise's activity conditions in the modern retail business space;
- determinants, destabilizing factors and effective economic activity processes prompt identifying;



**Fig. 1. Diagnostics principles of trade enterprise's economic activity**

Table 1

**Systems for financial diagnostics providing of trade enterprise's economic activity**

System	Characteristics of the system's function purpose
Organizational support	Complex of organizational decisions of the management organizational structure, which is realized through its specific functions; powers, obligations and responsibilities of individuals for management decisions results; ways of support and mechanisms for managerial decisions making on the base of management activity results.
Methodical support	Complex of decisions for the development of the system of indices and sources of information obtaining; the choice of methods and technics for obtained information assessment about the status, results and effectiveness of enterprises' activity, forecasting parameters of further changes of activity level in dynamic business environment; assessment of the applied management measures efficiency and making suggestions for their improvement.
Technical support	Complex of decisions for the choice of computing and computer techniques which allow formation and storage of informational data arrays and providing communications at all stages of the diagnostics process; modern tools for creating appropriate templates and interfaces for the accumulation and storage of information; the latest means of optimizing existing and creating new databases; formation of the technical base for the processing of actual information data; software of all stages and procedures of diagnostics.

- comprehensive assessment of the preconditions and essential factors of the external and internal business environment influence on the forming potential of enterprise's economic activity;
- identifying the development vectors of enterprise's economic activity and reserves of its increasing in general and according to individual parameters;
- carrying out of forecasting and developing behavior scenarios of factors influence on results and level of enterprise's economic activity;
- providing the preparation, adoption, realization and implementation control of the management decisions in the field of enterprise's economic activity, obtaining new competitive advantages and achieving the desired parameters of economic development.

Determined purpose, tasks, principles, functions and systems of financial diagnostics providing in the complex give it significant advantages over other approaches to the formation and processing of economic information, form the theoretical base and provide the basis for the development of theoretical and methodological provisions of the financial diagnostics concept as a component of the information support system of trade enterprises economic activity management. The prospect of further research is methodological support substantiation, process modelling and conceptual model developing for trade enterprise economic activity diagnostics.

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### **ПЕРСПЕКТИВИ МОБІЛЬНОГО МАРКЕТИНГУ ПІДПРИЄМСТВ АГРОПРОДОВОЛЬЧОГО КОМПЛЕКСУ УКРАЇНИ**

Останніми роками в Україні мобільний маркетинг постає одним із найбільш ефективних інструментів інтернет-маркетингу.

Мобільний маркетинг – це цілий комплекс заходів з використанням мобільного зв'язку, спрямований на просування товарів і послуг. Основні функції мобільного маркетингу зводяться до інформування покупців про нові