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BUSINESS ACTIVITY AND DIRECTIONS DEVELOPMENT OF COMPETITIVE STRATEGIES

Business financial activity is an important aspect of effective management of the company, as finance is a vital resource for any company. The following are aspects that demonstrate the importance of business activity. Ensuring liquidity. Business financial activity helps to ensure the proper liquidity of the company. This allows you to pay debts and the cost of launching new projects. Company development, business financial activity allows the company to invest in new projects and technologies. This can increase the competitiveness of the company in the market and ensure a steady increase in profit. Risk management, business financial activity allows you to reduce risks and ensure profit stability. Active financial management companies can resist financial risks more effectively such as exchange rate fluctuations, interest rates and cash shortages. Effective use of resources, business financial activity allows you to use the company's resources efficiently, such as cash, assets and debt [1]. This can help reduce the company's costs and increase profits. Improving financial stability, business financial activity allows to ensure the stability of the company's financial performance.

Particular attention should be paid to conducting analytical research in the field of finance. Financial analytical research is the process of collecting, analyzing and interpreting the company's financial data in order to understand its financial status and risks, as well as develop strategies to improve financial indicators. The main goals of financial analytical research include the following activities [2]. Assessment of the company's financial condition. Analyzing the company's financial statements, you can get information about its financial sustainability, liquidity and profitability. This allows you to evaluate how successfully the company manages its resources and is ready for changes in the market [3-4].

Identify problems and risks. Financial analysis can help identify the potential problems and risks that may occur in the company in the future, such as lack of cash, debt or change in market conditions. This allows the company to develop strategies to reduce risks and ensure stable development.

Development of strategies to improve financial indicators. Financial analysis can help the company develop strategies to improve its financial performance. For example, if the analysis shows that the company has low profitability, you can consider opportunities to reduce costs or increase income.

Supporting decision making. Financial analysis can help make sound decisions on investments, purchases, sales and other strategic decisions.

The results of the financial activity of business are fully influenced by the planning, forecasting and obtaining indicators of business efficiency [5]. In the face of uncertainty, it is the financial activity of companies that plays a key role in presenting a modern market concept. Particular attention is paid to the formation of competitive development models for updating anti -crisis strategies.

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