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**APPROACHES TO EVALUATION OF THE FINANCIAL  
POTENTIAL OF THE ENTERPRISE**

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Financial potential – is a key parameter that determines the success of the enterprise in modern business conditions. The higher its level, the more competitive and investment-attractive the company is. Therefore, in modern conditions of enterprise development, the issue of methodological support for assessing the financial potential and determining the level and quality of its use is relevant.

Financial potential, as noted by most researchers, is a complex category, which is defined as a set of financial opportunities for enterprise development, due to the availability of sufficient financial resources and an effective financial management system that aimed at achieving a strategic financial position in the external environment [1,2,3].

Ukrainian economists propose to base the assessment of the existing financial potential of the enterprise on the analysis of indicators of business activity, profitability, liquidity and solvency, financial stability, property status, etc. Which will allow to obtain complex description of the enterprise and will be the basis for developing a strategy for managing the financial potential of the entity [2,3].

State enterprise Kharkiv Machinery Plant "FED" is a world-famous brand in the aerospace industry that occupies a leading position in Ukraine. Its products are unique, highly knowledge-intensive, used on all types of aircraft and helicopters manufactured in the CIS (Commonwealth of Independent States), and operated in more than 60 countries.

Assessing the state of property, sources of its formation and efficiency of use in S.E "KharkivMP" FED ", we can conclude that in the

structure of its capital during the researching period company has a high share of own funds, which are significant, but insufficient for financing. S.E "KharkivMP" FED ", like all enterprises of Ukroboronprom, feels insufficient support from the state, as well as a shortage of external sources.

Despite the recent deteriorating trend of certain indicators (profitability, independence, resource efficiency), the management of S.E "KharkivMP" FED ", manages to keep the situation at the proper level and control the state of finances. According to the borrower's rating, S.E "KharkivMP" FED ", belongs to the 2nd class – enterprises with sufficient creditworthiness.

As can be seen from the forecast calculations, the probability of bankruptcy of the enterprise SE "KharkivMP" FED", is very low. The level of solvency allows to refer the company to the middle group of "risk of loss of solvency". Despite some fluctuations in cash flows, the company tends to restore solvency and profitability.

However, the future financial difficulties of the enterprise SE "KharkivMP" FED", and the likelihood that under certain conditions the situation may get worse, indicated by the following negative factors: the use in the production process of equipment with expired service life; significant dependence on the foreign market; significant dependence on external suppliers of purchased components: electronic systems and materials (primarily Russian); shortage of external sources of financial resources; unbalanced government policy in terms of distribution of net income in the interests of reinvestment in production and new products; insufficient state financial and legal support for developers and manufacturers of aviation products; political risk associated with the enterprise as a whole and its key divisions.

Positive factors of influence are: positive perspective financial forecast - possibility of the enterprise of SE "KharkivMP" FED" to generate cash flows; product uniqueness and its high science intensity; export orientation of the enterprise; innovation activity, availability of intellectual capital; availability of state support.

in this way, the financial potential is determined not only by the current financial situation, but also by its future capabilities, as well as factors that may in certain circumstances affect the deterioration (improvement) of the situation in the enterprise.

In our opinion, it is advisable to use a combined approach to diagnosing the existing and projected financial potential of the enterprise, which, along with assessing financial indicators, their dynamics, extrapolation of their values for the future, will be supplemented by qualitative factors and indicators of change.

### References:

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## WORLD EXPERIENCE OF EFFECTIVE MONETARY POLICY

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Monetary policy determines the directions and possibilities of regulating the economy by monetary methods. The development of modern economic systems is largely determined by monetary policy, which is the main market regulator of economic development.

Within the monetary policy is implemented broadly range of measures using a variety of tools. From all this list it is necessary to single out the most effective to improve the parameters of financial security and group them by areas: the effectiveness of the monetary instruments used, the efficiency of the banking system, the effectiveness of monetary policy.

As for monetary policy, it is known that its main task is to control by the state (through the National Bank) the volume of supply and demand of money, thus ensuring price stability, economic growth, curbing unemployment. The world experience has developed two basic strategies of monetary policy, namely - expansive (accompanied by a easing of monetary conditions, lower interest rates, increased money supply) and restrictive (provides a disincentive policy, slowing inflation, curbing economic growth).

Thus, the expansive type of monetary policy has become widespread in North America, where the impact of direct central bank instruments is minimized. Instead, a restrictive type of policy continues to be widely used in the EU.

There is a possibility of applying a mixed approach to the implementation of effective public monetary policy by combining direct and indirect monetary instruments, but this requires the proper formation and progress of the internal securities market, which operates stably. And