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FINANCIAL ARCHITECTURE AS A BASIC COMPONENT OF STRATEGIC MANAGEMENT OF COMPANIES

Financial architecture is a system of financial instruments, mechanisms and processes used to manage the company's financial resources. It consists of elements such as financial goals, strategies, procedures, structure and control systems. Financial architecture is based on the principles and methodology of strategic management. Integrated finance and strategization interaction system is a strategic management of finance. Strategic financial management is the process of planning, coordinating and controlling the company's financial activities in order to achieve strategic goals. It includes the definition of the company's financial goals, developing strategies and plans, using financial instruments to achieve these goals and evaluation of results. Strategic financial management is based on the analysis of the company's financial architecture, its resources and opportunities. This allows the company to identify its financial needs and risks, develop strategies to attract funding and management of cash flow, balance risks and benefits, ensure the efficiency of resource use and achieve strategic goals. Strategic Finance Management includes stages such as:

- defining the financial goals of the company;
- analysis of the financial architecture of the company and its capabilities;
- development of a strategy of financing and management of monetary flow;
- development of financial plans and budgets;
- risk assessment and control over their reduction;
- monitoring and analysis of the company's financial activity [1, 2].

The use of financial mechanisms and reengineering business processes are important tools for improving the efficiency of the company's financial activity. The structural basis of financial architecture is the financial mechanism. Financial mechanisms are a set of tools that allow the company to use their financial resources effectively [3]. Such mechanisms include financial analysis, budgeting, cash flow management, financial statements and others.

Business process reengineering is a revision and transformation of the company's business processes in order to increase their efficiency and reduce costs. This can cover a change in the sequence of actions, reduce the number of operations, automate processes and other measures. The use of financial mechanisms and business process reengineering can help the company reduce costs, increase profitability and increase the efficiency of using financial resources. For example, budgeting allows the company to plan its expenses and income for a certain period of time, the management of cash flow allows to ensure a stable cash flow in the company, and reengineering business processes allows you to optimize business processes and reduce the time and resources necessary for their implementation [4]. The use of financial mechanisms and business process reengineering are important elements of strategling. Financial activity is important for business for several reasons. Business planning and management. Financial activity helps business to plan their activities, evaluate risks and make business management decisions.

Financial control allows business to track your financial activities, control costs and determine what aspects of activity need to be improved. Attracting investments. Financial activity is important for attracting investments that can help business develop and grow. Evaluation of profitability [5]. Financial activity allows business to evaluate your profitability and efficiency of resource use. Preparation of financial statements. Financial activity includes the preparation of financial statements, which is important for ensuring transparency and openness of business activities before interested parties. Risk management. Financial activity helps business identify and evaluate the risks associated with its activities and take measures to reduce these risks. In general, financial activities are necessary for business to ensure its sustainability and development, increase its profitability, attract investments and trust of stakeholders.

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