FINANCIAL ANALYSIS OF ENTERPRISE CONDITION
IN RISK CONDITIONS

Goloskokov O.E., Tkachenko D.V.
National Technical University
"Kharkiv Polytechnic Institute",
Kharkiv

One of the most important requirements for the effective management of a company in a market economy is the timely determination of its financial position. Business finance is the basis of the monetary system of the state and the main element of its economy.

Timely and qualitative analysis of the financial condition of the company, assessment of its liquidity, solvency and financial stability as well searching ways to improve and strengthen financial stability play a significant role.

The work is devoted to research of the problem of diagnosing the financial status of the company. A review of methods and approaches to solving a research problem has been carried out. The problem statement has been formulated.

Financial analysis of the company was done at the first stage of work. Balance structure, the profitability of the enterprise, the manufacturing cost structure, solvency (liquidity), financial stability of the enterprise, capital turnover, profitability of capital, labor productivity were analyzed.

Financial analysis is divided into external and internal. The external financial analysis focuses on open financial information of the company. It uses typical (standardized) methods, as rule, the limited number of basic indicators are used. The focus is on comparative methods during analysis performing, as users of external financial analysis are most often in a state of choice.

The internal analysis uses standard financial statement data as well as data of internal management accounting. The main attention is paid to understanding the causes of what is happening and searching for solutions aimed at improving this condition.

All indicators, as a rule, are divided into the following groups: liquidity indicators (I), financial stability indicators (II), business activity indicators (III), profitability indicators (IV).

The mathematical support and computer software for diagnosing the financial condition of the company were developed at the second stage.

The basis of the system for diagnosing the financial condition of the enterprise is the next approaches: the classical theory of pattern recognition, neural network technology, and fuzzy logic.

The results of numerical research of the test example showed the effectiveness of the developed system for assessing the financial condition of the company.