

THE ESSENCE AND PRACTICAL SIGNIFICANCE OF THE COMPANY'S FINANCIAL STRATEGY

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Ensuring sustainable development and solving the problems of economic stabilization of companies today are directly related to finance. A particularly important issue is the development and implementation of a financial strategy to ensure the sustainable development of the enterprise.

The scientific and theoretical aspects of the problems of strategic financial planning, the issue of developing a financial strategy, its content and classification features are reflected in the publications of the authors: M. Alekseeva, I. Balabanov, I. Blank [1], E. Brigham, V. Hrynyova, O. Pushkar, O. Stoyanova, M. Trenyov, O. Tridida, E. Utkin, and others. However, the issues of structuring the process of forming the company's financial strategy in modern conditions remain unresolved, which necessitates further research and development of practical recommendations in this area.

The financial strategy of the enterprise is a complex multifactorial oriented model of actions and measures necessary to achieve the long-term goals set in the general concept of development regarding the formation and use of financial and resource potential. The place and role of financial strategy is ambiguously evaluated in the economic literature. Most often, the financial strategy of the enterprise as a regulatory tool is used together with the investment strategy, since it is about the perspective and time step of investment decisions and their close connection with financial processes [1]. Some researchers interpret financial strategy as a part of financial management [2].

The goals of the financial strategy should be subordinated to the general strategy of economic development and should be aimed at maximizing the profit and market value of the company. When developing a financial strategy, one should take into account the dynamics of macroeconomic processes, the development trends of domestic financial markets, and the possibility of diversifying the company's activities.

Therefore, the practical use of financial planning at the enterprise will allow the management to receive operational information about the state of the company's financial resources, the directions of the use of funds, which will significantly increase the effectiveness of management decision-making.

References:

1. Blank I.A. Strategy and tactics of financial management. K.: ITEM Ltd., 1996. 334 p.
2. Semenov A.G. Financial strategy in enterprise management: *monograph*. Zaporizhzhia: Classical private university, 2008. 156 p.