

Nekhaychuk Yuliya Serafimovna,
Ph.D. in Economics, associate professor,
Department of Business Finance and Insurance,
V.I. Vernadsky Crimean Federal University,
Simferopol.

Muhina Elizaveta Andreevna,
Master's degree student on «Economics» specialization,
V.I. Vernadsky Crimean Federal University,
Simferopol.

ENSURING THE BALANCE OF FINANCE COMPANIES

The research study examines issues of balancing the enterprise finances. It is proved that preserving the financial stability within certain limits ensures the strengthening of the enterprise economic potential. The authors identified the causes of the deterioration of the enterprise finance state, financial objectives at various stages of the enterprises life cycle, and demonstrated the factors influencing the mechanism of balancing the enterprises finances.

Keywords: financial mechanism, finance of the companies, the financial resources balancing, the financial equilibrium.

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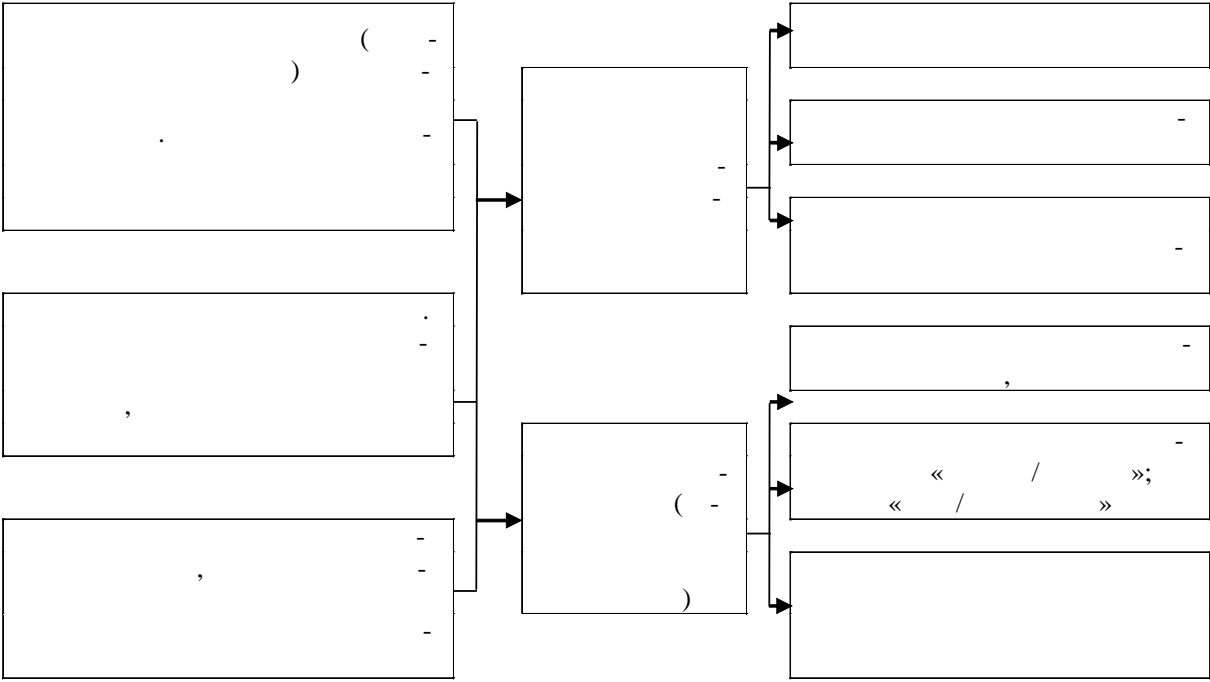
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