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PROBLEMS AND PROSPECTS OF FINANCIAL PLANNING ON THE ENTERPRISE

This article examines the need for financial planning, which promotes in a market environment the proper and effective provision of financial resources. Today almost every company is in a situation of uncertainty and insecurity, as the country economy is changing and no one is safe from economic risks. Financial planning can be the alternative that will promote economic growth and relative security of enterprises.

Keywords: plan, financial plan, financial planning, financial planning efficiency.

[6], [7], [9], [10], [1, 2], [11], [12]

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» [1].

» [3].

» [4].

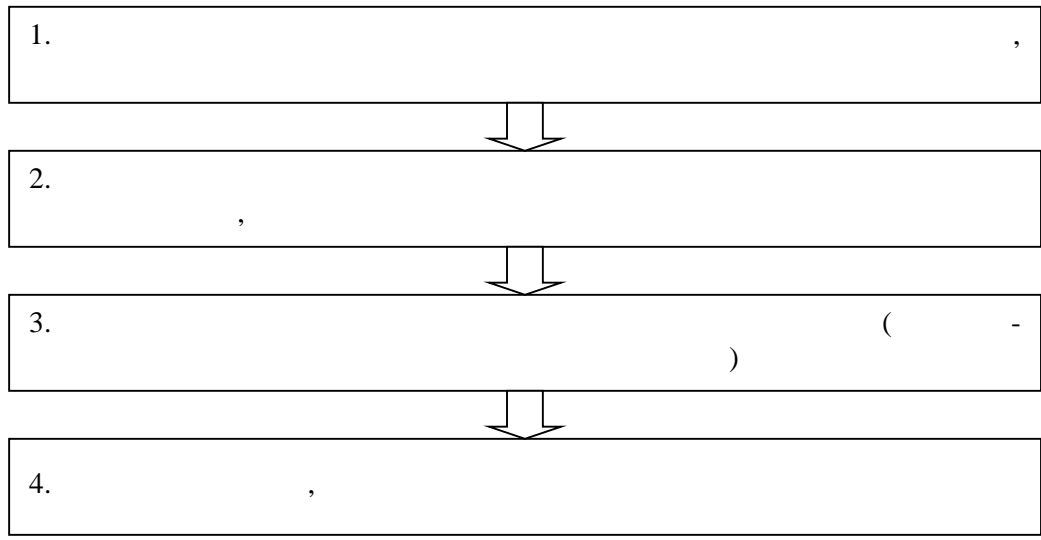
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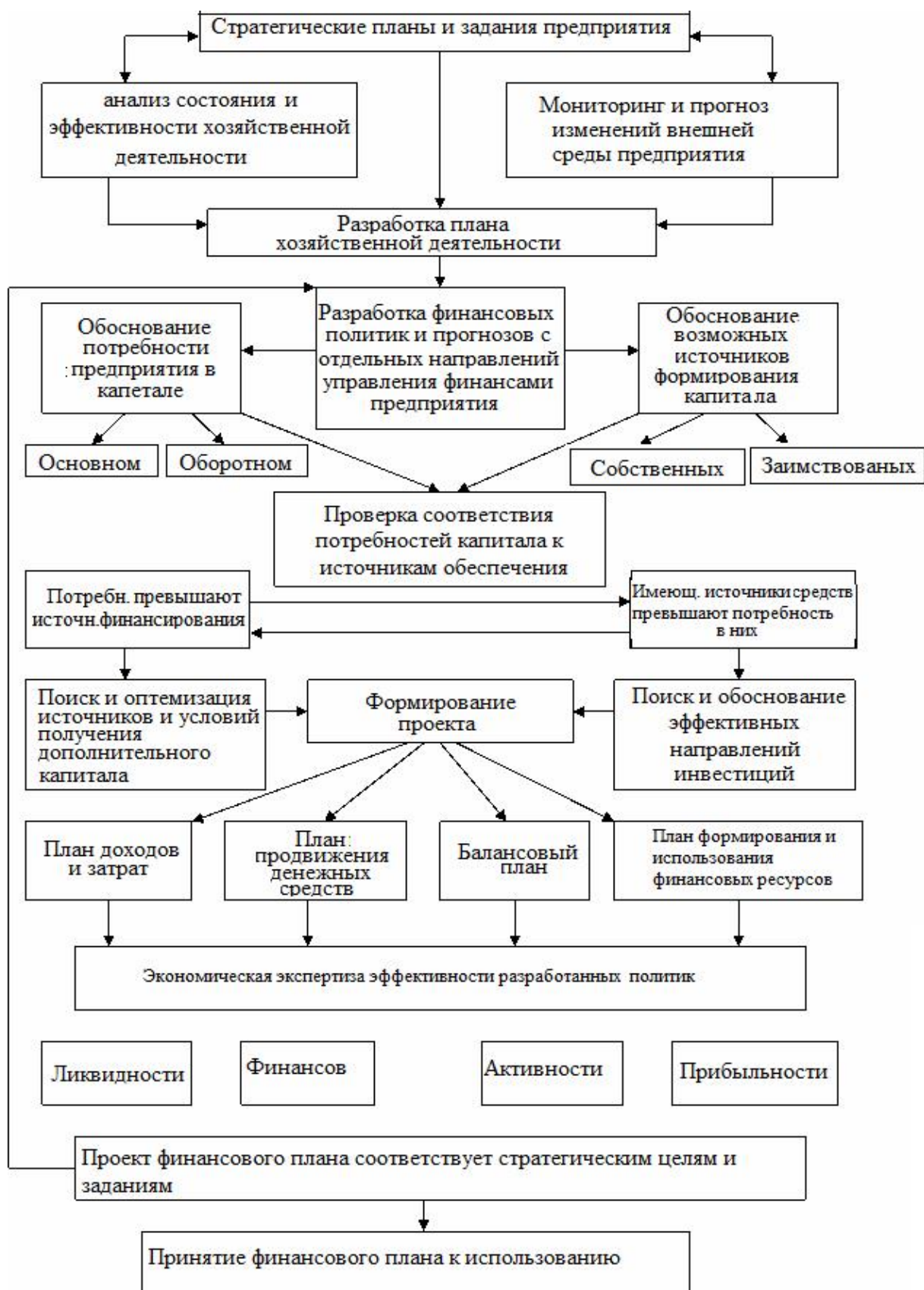
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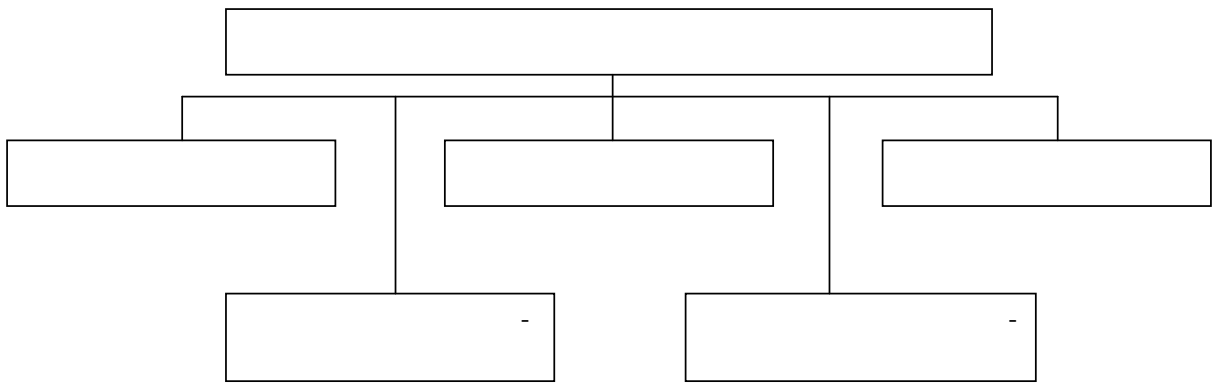


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[6].

$$\left(\frac{PBM_t - PBM_{t+1}}{PBM_t} \right) \times KP_{t+1} \times K_{i+1,i} \rightarrow \max,$$

[8].

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[9].

[10]:

$$= \sum_{t=2}^{-1} (PBM_t - PBM_{t+1}) \times KP_{t+1} \times K_{i+1,i} \rightarrow \max,$$

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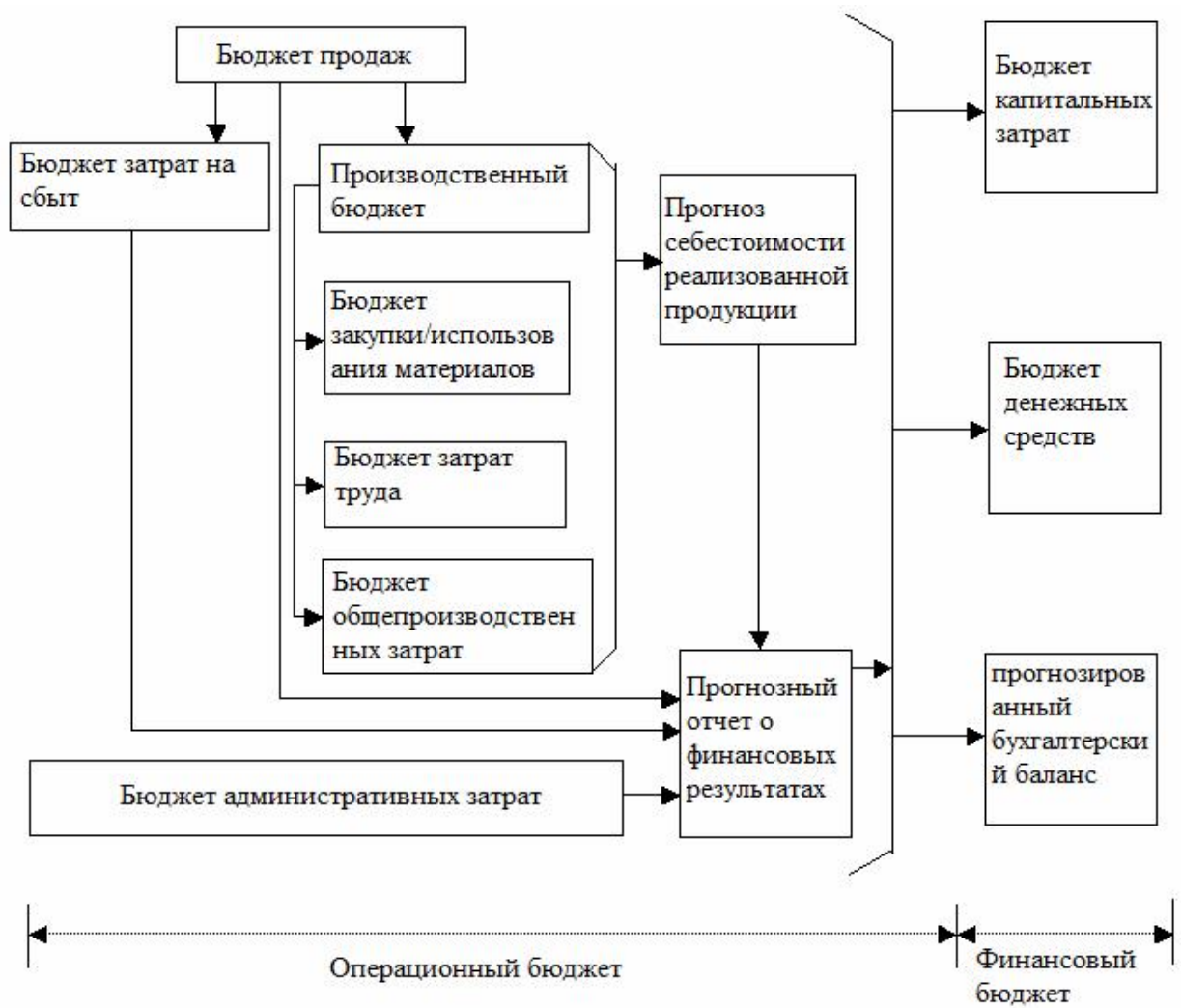
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