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FINANCIAL STRATEGY FOR MANAGEMENT OF CASH FLOWS OF ENTERPRISES

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The article examines the financial strategy for analyzing the company's cash flows, based on the criteria for analyzing past periods, identifying sources of cash flow generation, profit distribution, and control over the implementation of the plan. The analysis of the net profit of cash flows is opened, the analysis of gross profit is analyzed, the environmental variables are determined, the objectives are considered in accordance with the mission and situational changes in the business environment for effective planning and maximum cash turnover. Based on the data of a limited liability company, a financial strategy for managing cash flows is considered. Management is seen as a process aimed at achieving the enterprise's goal. The factors of the external environment influencing the functioning and perspective development of the enterprise are considered.

Keywords: financial strategy, cash flow management, coefficient of cash flow efficiency, methods, equity.

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2. -	. .	6423	5700	4013	-723	-11	-1687	-30
3.	. .	5727	6012	3897	+285	+5	-2115	-35
4. -	. .	81	1239	842	+1158	+53	-397	-32
5. -	. .	4854	5136	7022	+282	+6	+1886	+37
6. ( )	. .	792	-363	-3967	-1155	-146	-3604	-89
7.	. .	864	116	7218	-777	-90	+7102	+522
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9.	. .	521	602	4176	+81	+1,16	+3574	+6,94
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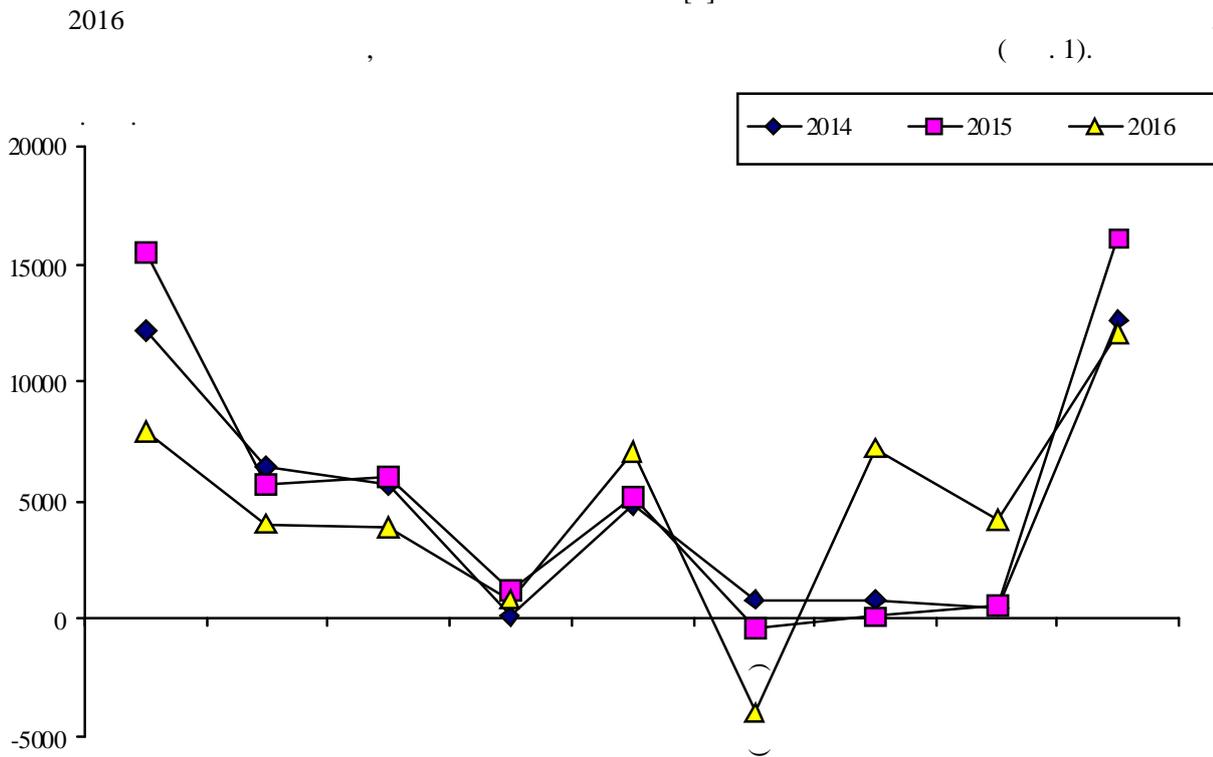
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= 9552 / 25288 = 0,38.

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= 7218 / 9500 = 0,76.

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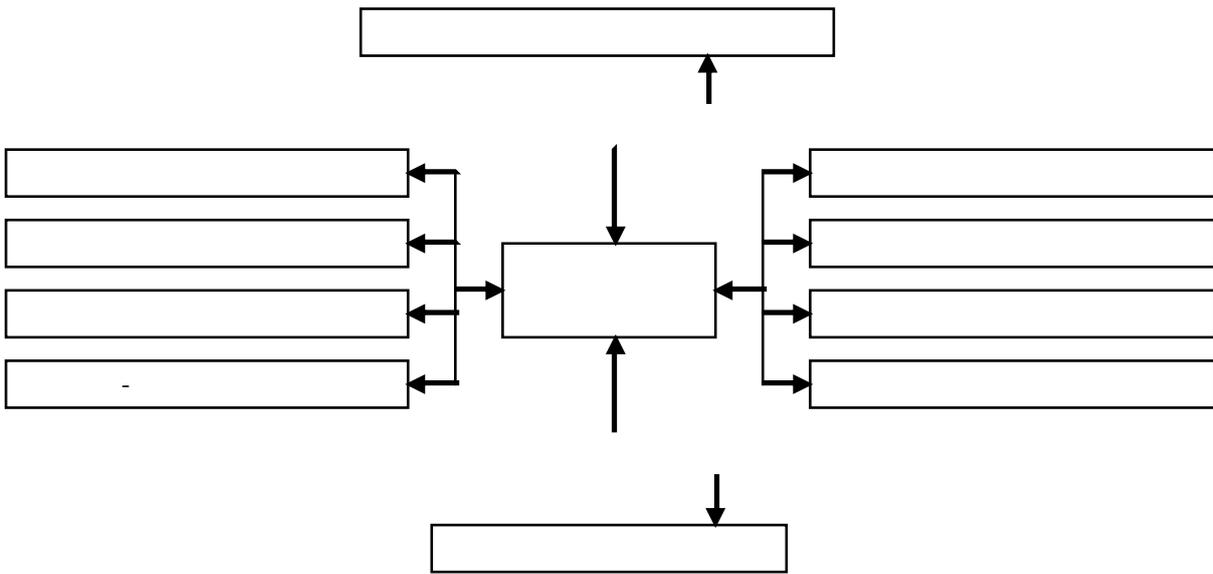
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