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COMPLEX FINANCIAL DIAGNOSTICS IN THE ENTERPRISE

It is necessary for any subject of managing to carry out diagnostics of a financial condition constantly. It will allow to supervise constantly processes of financial and economic activity in which the enterprise participates, to reveal problems and to use various levers which will allow to lower negative influence of some factors, as well as constantly to look for ways of increase of financial results of activity of the subject of managing. First of all, it is necessary to pay attention to use of the capital and property, as well as on formation of incomes and expenses at the enterprise. The greater increase of incomes in the organization, than expenses will allow the subject of managing to increase the financial results, that as a result will allow to raise efficiency of activity and will give additional possibilities of expansion of the activity.

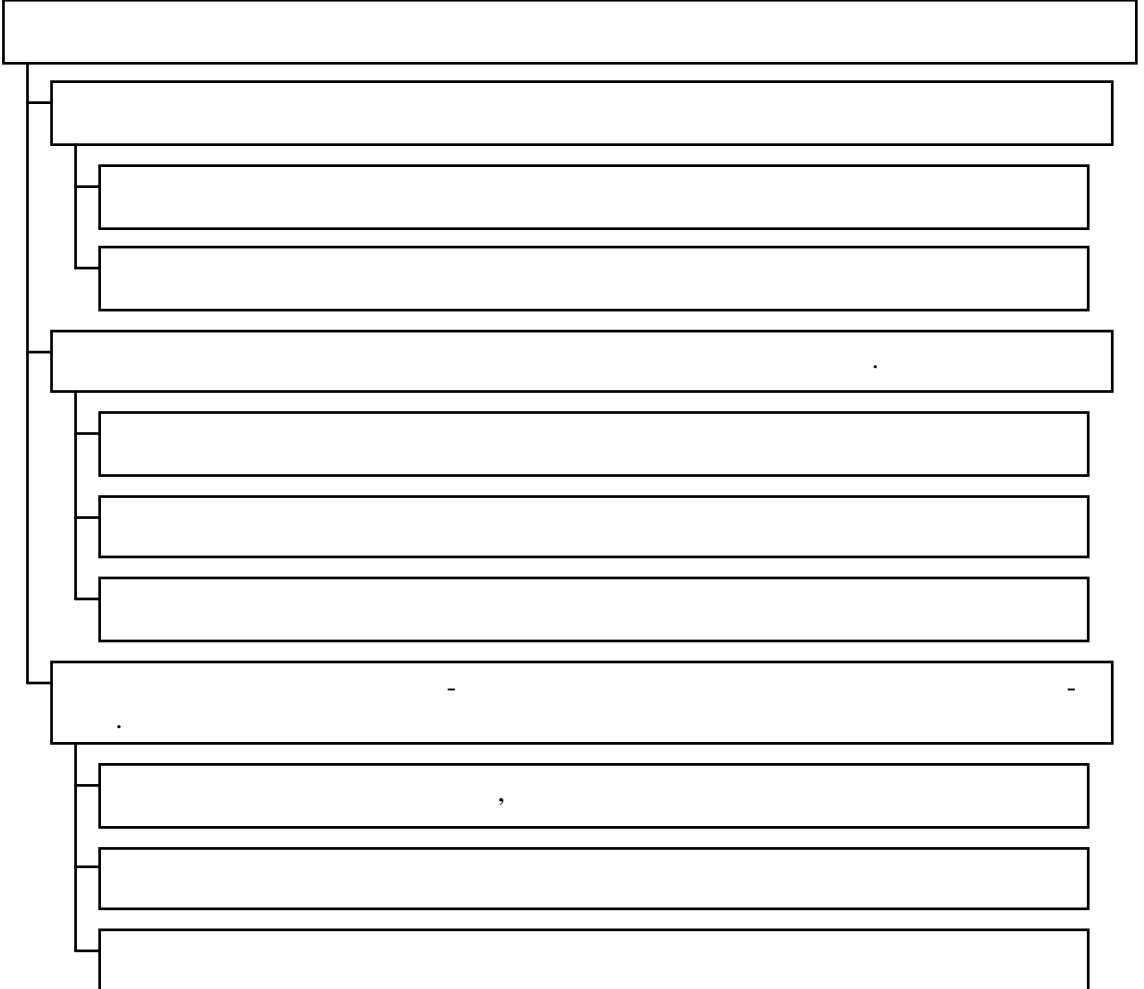
At realization of complex financial diagnostics it is necessary for administration to estimate economic potential of the enterprise, to lead the analysis of a financial condition of the enterprise and to carry out an assessment of results of financial and economic activity of the subject of managing. The assessment of economic potential means carrying out of the horizontal and vertical analysis of the capital and property, as well as revealings of articles which variation to the greatest degree influences a financial condition of the enterprise. The analysis of a financial condition will consist of coefficient analysis which includes the analysis of liquidity and paying ability, financial independence and financial stability. The assessment of results of financial and economic activity of the subject of managing includes the analysis of formation of financial results on the enterprises, as well as an assessment of business activity and efficiency of activity of the enterprise.

Complex financial diagnostics will allow the management to carry out comprehensive control over the activities of the enterprise, which will help reduce the risks in its activities and will increase its effectiveness.

Keywords: business entity, financial condition, economic potential, liquidity, financial independence, financial stability, business activity, efficiency of activities.

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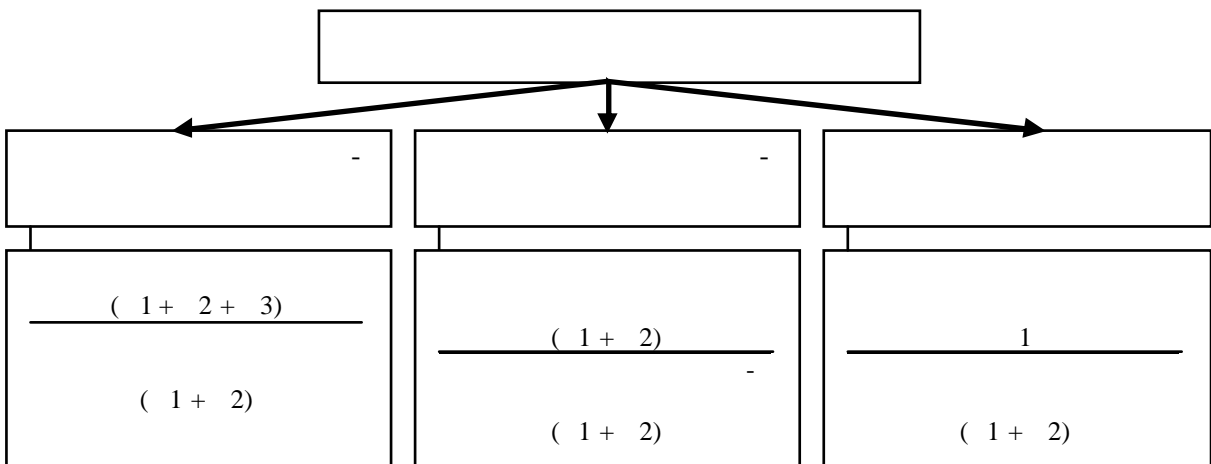
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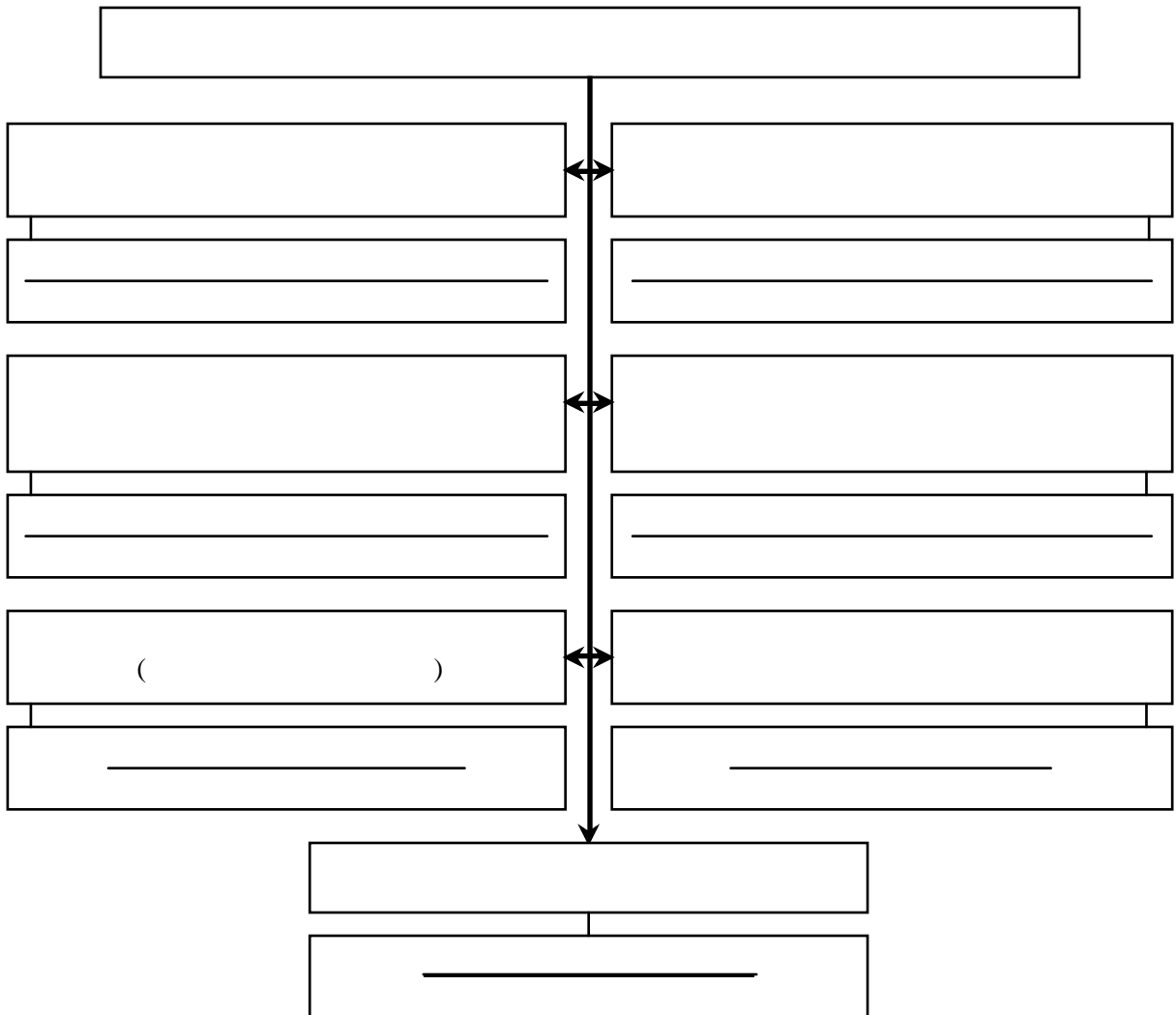
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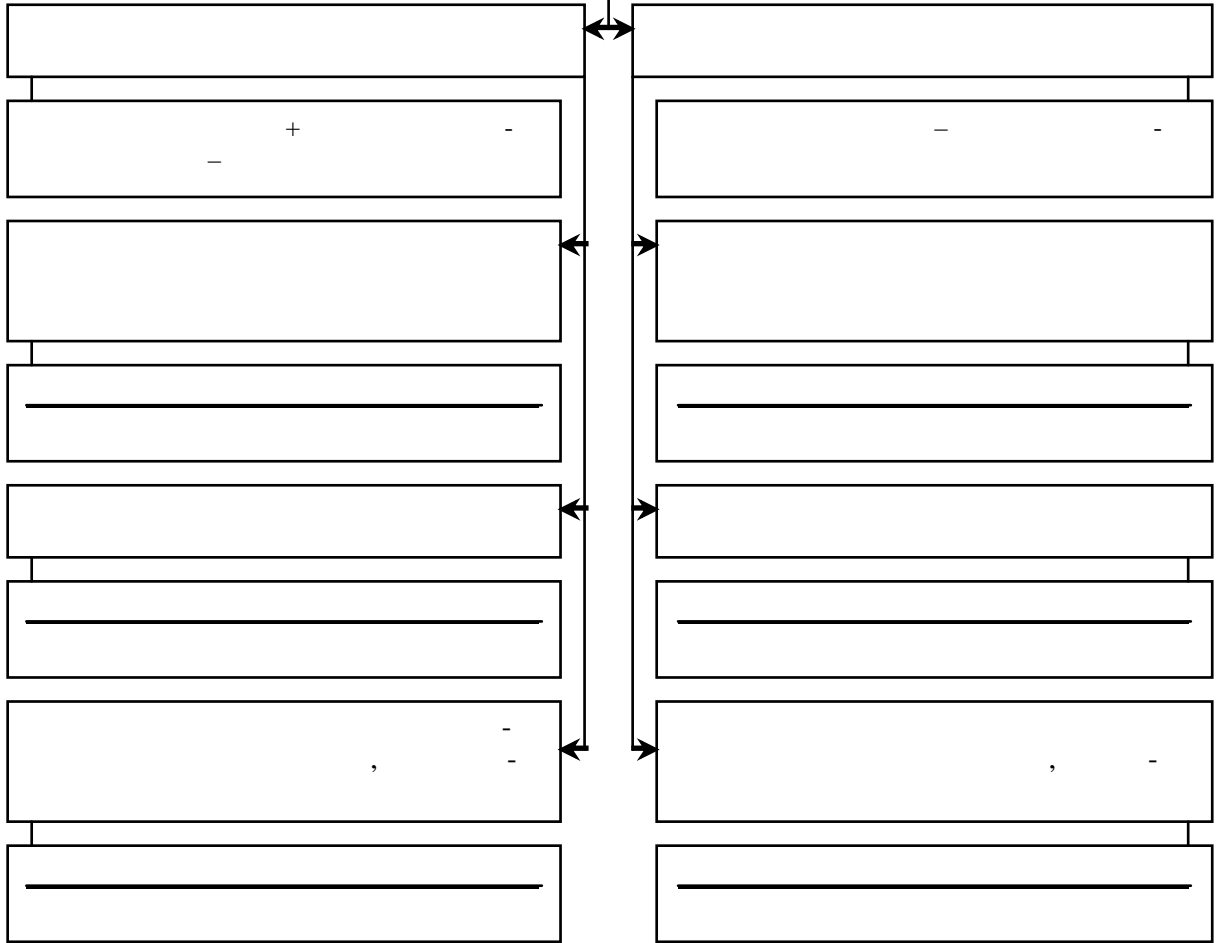
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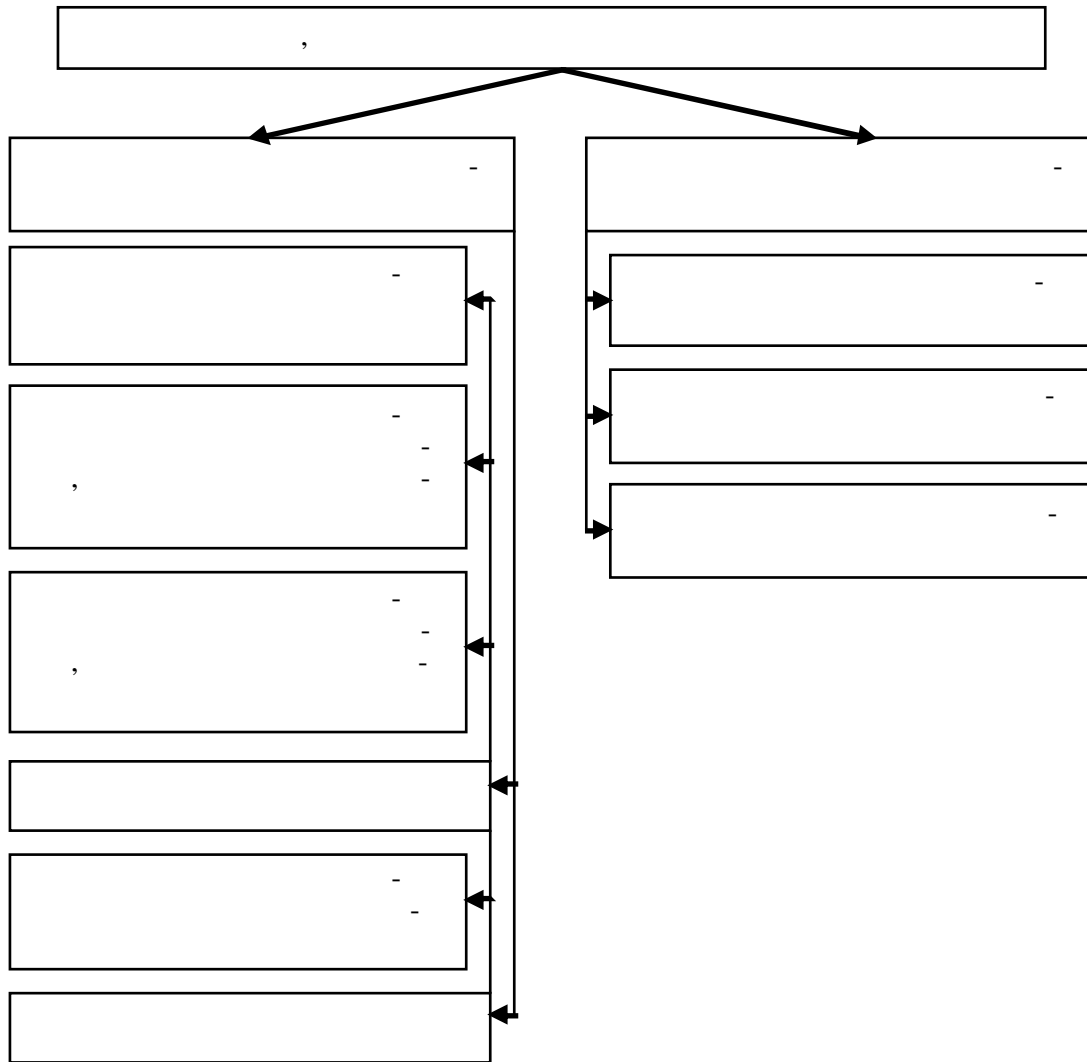


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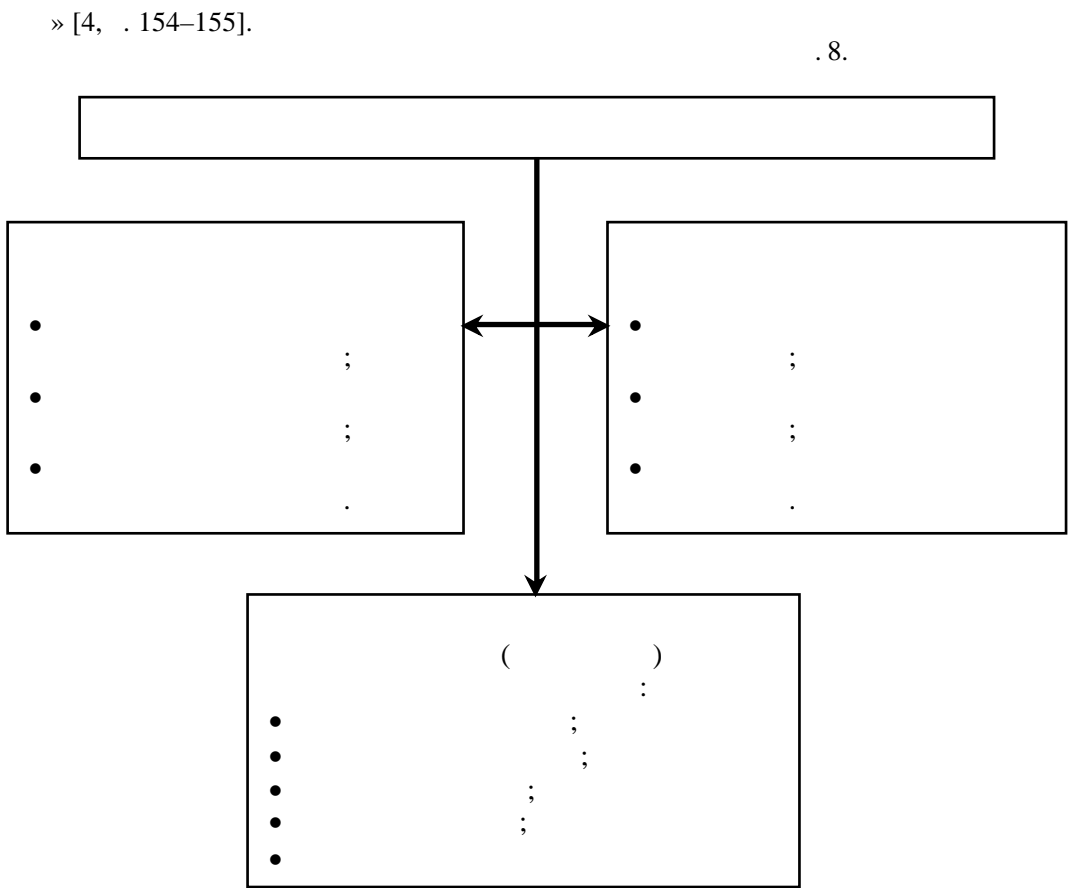
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