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ANTI-CRISIS FINANCIAL MANAGEMENT SYSTEM

In conditions of mass insolvency of economic entities, measures to prevent crisis situations, as well as measures aimed at resuming the solvency of the enterprise and stabilizing its financial condition, are of decisive importance.

The implementation of the crisis management strategy for enterprises will reduce the likelihood of crisis situations, reduce the size of the possible loss that occurs in a crisis situation, increase the strategic potential and enhance the potential for combating crisis phenomena, strengthen the adaptive capabilities of enterprises and strengthen their competitive position.

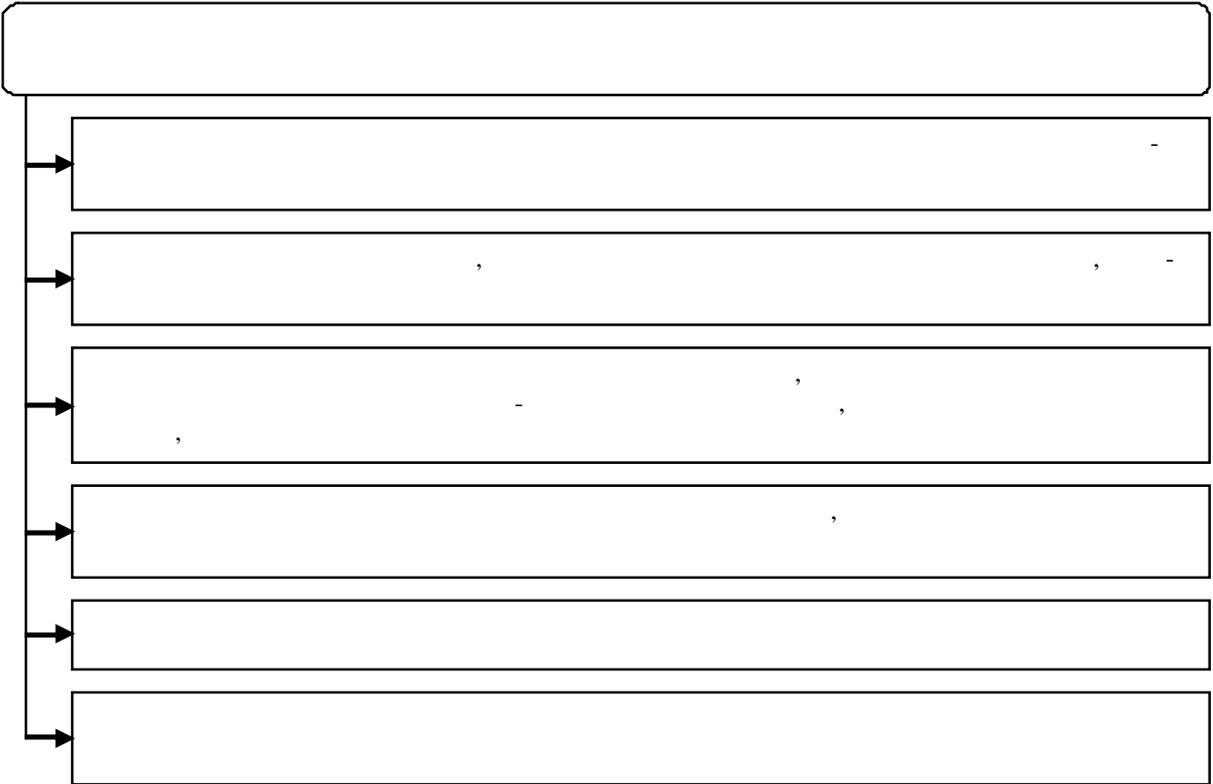
Thus, the development of crisis management mechanisms for an enterprise in an unstable economic environment is an urgent task that requires careful and in-depth research.

The article considers the main approaches to the definition of anti-crisis financial management. The main goal and tools of anti-crisis financial management are determined, the characteristic of the main stages of its implementation at the enterprise is given.

Keywords: anti-crisis financial management, crisis diagnosis, monitoring of financial condition.

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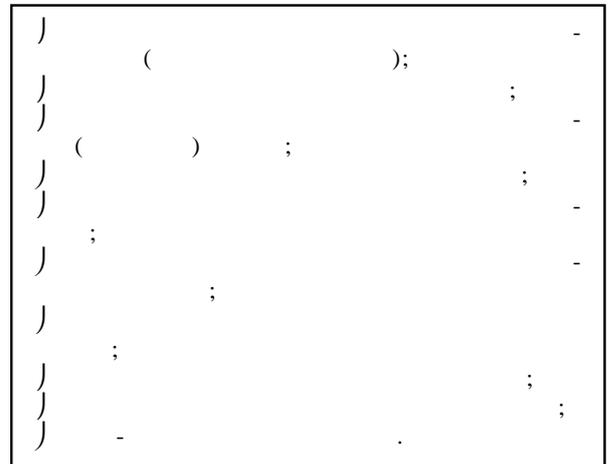
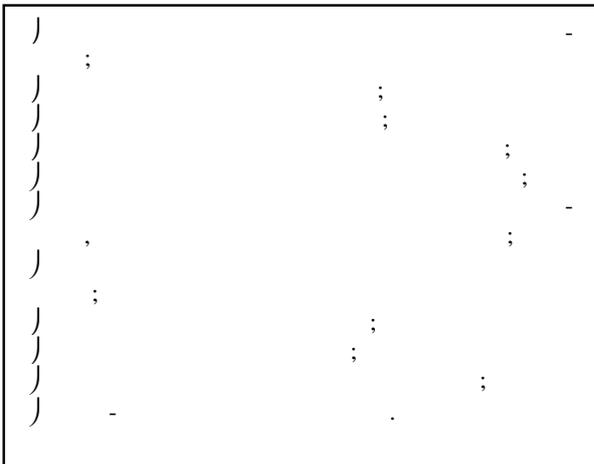
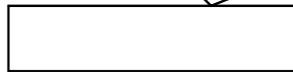
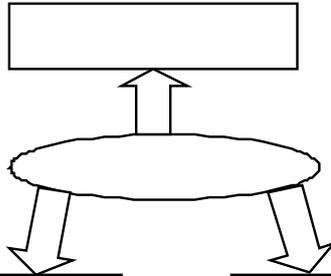
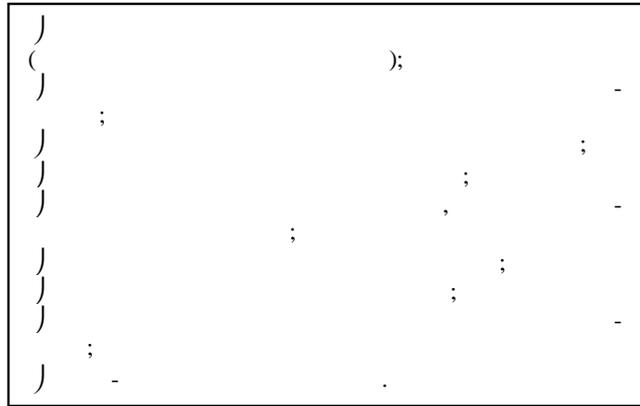
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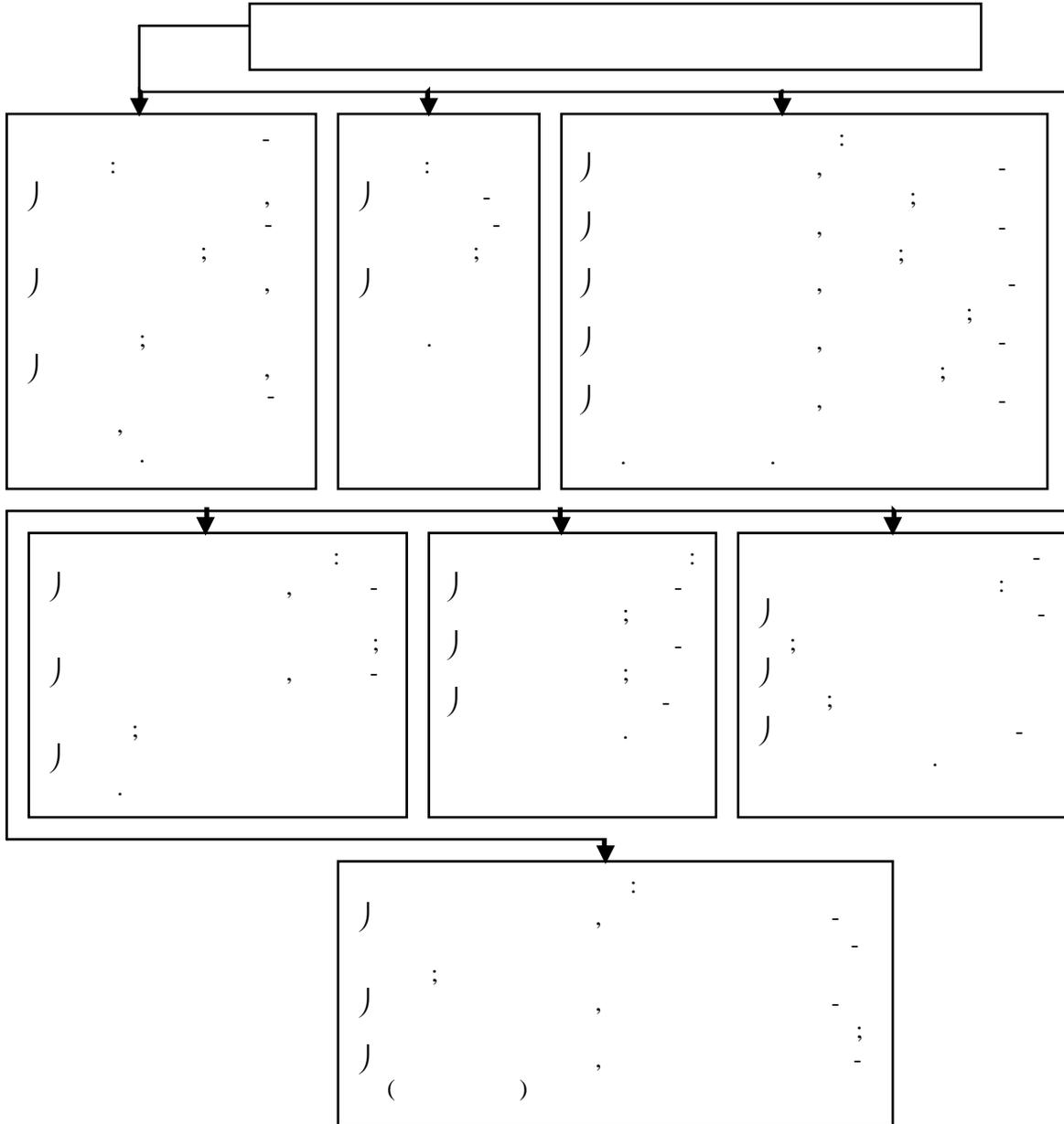


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