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INFLUENCE OF INDICATORS OF FINANCIAL SAFETY ON COMPETITIVENESS OF THE ENTERPRISE

Gradual transition of economy of Ukraine to market relations essentially complicates conditions of housekeeping and promotes competitiveness growth between the enterprises that can worsen their financial circumstances and lead to bankruptcy. Therefore the problem of maintenance of financial safety of the domestic enterprises by introduction of a corresponding effective controlling mechanism is actual.

Equation of indicators of financial safety is one of directions of improvement of competitiveness of the enterprise as high indicators of finance results of activity of the enterprise stipulate achievement of the greatest possible marketing items.

Financial safety is a universal category which displays security of subjects of social and economic relations at all levels, since the state and finishing its each citizen. Financial safety of the enterprise is a security of its activity from negative influences of an environment, and also possibility fast to eliminate diverse threats or to adapt to existing conditions which are not reflected negatively in its activity. The contents of the given concept comprises system of means which supply financial stability of the enterprise, and also promote increase of a standard of well-being of workers.

According to the approach which is realised at a substantiation of an essence of national security in the STORAGE "About bases of national security of Ukraine" definition of financial safety of the enterprise it is formulated as security of the vital interests of the enterprise at which are supplied its sustainable development, duly revealing, prevention and neutralisation of real and potential threats to economic interests.

Necessity of formation of financial safety is predetermined by task of maintenance of stability of functioning objectively available for each enterprise and achievement of main purposes of the activity. Level of financial safety of the

enterprise depends on that, its management is how much effective and experts (managers) will be capable to avoid possible threats and to liquidate consequences of separate negative components of the external and internal environment. The basic functional purposes of formation of financial safety concern: maintenance of a high cost effectiveness of work, support of financial soundness and independence of the enterprise, maintenance of sound liquidity of assets, support of a high level of activity, maintenance of protection of an information field and a trade secret, the effective organisation of safety of the capital and enterprise property, and also its commercial interests.

Research of financial safety is expedient for conducting whereas it is a difficult category which is characterised by close interrelation and interconditionality of its separate components. And consequently, defects or errors in formation of one parameters of financial safety are reflected at once in others and all its set. That is why there is a severe need at acceptance of administrative decisions to consider all factors which influence this or that productive indicator, their interrelation, interconditionality, to define concrete consequences of realisation of certain actions. For working out of actions for improvement of activity of the enterprise it is necessary to evaluate objectively level of financial safety with application of the analysis of a financial accounting, finance results and financial circumstances. On the basis of results of the indicated analysis there is a possibility to develop a way of increase of level of financial safety of the enterprise, basic of which it is possible to allocate: budgeting of actions for prevention of losses and minimisation of losses, optimisation of costs of financial resources, maintenance of as much as possible high level of solvency of the enterprise, planning improvement of quality in realisation of financial and economic activity of the enterprise for all directions of its activity, the financial control over an expenditure of a gain from realisation, the income, the profits, the involved financial resources, investments, including internal audit, consulting.

Introduction of actions of increase of level of financial safety of the enterprise promotes increase of competitiveness of the enterprise.

References:

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