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**DIRECTIONS OF IMPROVEMENT OF FINANCIAL AND ECONOMIC
ACTIVITY OF THE ENTERPRISE AT THE PRESENT STAGE**

Abstract. An essential role in the management of financial and economic life of the enterprise is assigned to financial management, which is understood as the movement of managing financial resources and funds of funds to achieve the goals of the enterprise and solve tactical problems. Based on the results of the analysis of the financial condition of ADN LLP it can be seen that in the period under review, the structure of assets and liabilities of the enterprise are changing for the worse. Considering the liabilities of the balance sheet of ADN LLP, it should be noted that the property of the enterprise is substantially formed by borrowed funds, namely long-term and short-term liabilities. The analysis of the liquidity of the balance sheet of the company showed that the organization does not have enough cash to cover its long-term liabilities.

Keywords: finance, financial analysis, asset, liability, balance sheet, property, debt capital, equity, cash assets.

The stable development of the enterprise depends on the correct and effective planning of its own activities, constant monitoring of market trends and its own prospects and opportunities, which allows you to develop the optimal strategy and tactics in financial and economic activities. Very high role of analysis of financial and economic activities of enterprises to objectively assess the results of the company in General and its structural divisions, to define influence of the external environment and internal factors on the basic indicators of activity of the enterprise, and to form the basis of its financial policy.

In modern market conditions, the Central link in the development of the national economy is the enterprise. Analysis and improvement of financial and economic activity of the enterprise is a complex process, as a result of which there is an analysis and assessment of the past and current financial condition of the enterprise, carrying out measures to improve the financial condition of the enterprise [1].

Financial analysis is important to identify changes in the indicators of the financial and economic condition of the organization, identify factors that affect the financial condition of the company, assess the financial condition of the organization at a certain date, identify trends in the financial and economic condition, etc. [2].

We will analyze the dynamics of the financial results of the company according to the profit and loss statements of ADN LLP. The results of the analysis are presented in Table 1.

Revenue from the sale of ADN LLP in 2017 increased compared to 2016 by 1.7 %. According to the results of 2018, the company's revenue amounted to 81 145.2 thousand tenge, the growth for the year amounted to 20.3 %. Gross profit of the company in 2017 increased significantly, the growth amounted to 57.7 %. This growth in gross profit is due to the high rate of cost reduction in 2017 (– 20.5 %). In 2018, the cost price increased by 20.2 %, due to this and also the growth of revenue, the company managed to ensure the growth of gross profit in 2018 by 20.4 % compared to the previous year.

Sales and services expenses and administrative expenses showed growth in the study period (+11.5 % in 20146 and +6 in 2018). The company's profit before tax in 2016 amounted to 2 204.3 thousand tenge, in 2017 it increased to 12 464.1 (5.4 times). In 2018, the company made a profit before tax in the amount of 7 933.2 thousand tenge. The decrease in 2018 is largely due to higher growth rates of all expenses of the enterprise than revenues and revenues.

Table 1 - analysis of dynamics of financial results of ADN LLP for 2016-2018, thousand tenge

Indicators	Number			Deviations (+, -),		Growth rate	
	2016	2017	2018	2017/2016	2018/2017	2017/2016	2018/2017
Revenue	66 310,9	67 446,6	81 145,2	+1 135,7	+13 698,6	+1,7%	+20,3%
Cost of goods and services sold	47 486,8	37 756,1	45 401,6	-9 730,7	+7 645,5	-20,5%	+20,2%
Gross profit	18 824,1	29 690,5	35 743,6	+10 866,4	+6 053,1	+57,7%	+20,4%
Implementation costs	3 512,7	3 915,3	4 151,4	+402,6	+236,1	+11,5%	+6,0%
Administrative expenses	14 050,9	15 661,3	16 605,5	+1 610,4	+944,2	+11,5%	+6,0%
other expenses	0,0	0,0	7 928,3	0,0	+7 928,3	-	+100,0%
Other income	943,8	2 350,2	874,8	+1 406,4	-1 475,4	+149,0%	-62,8%
Profit (loss) before tax	2 204,3	12 464,1	7 933,2	+10 259,8	-4 530,9	+465,4%	-36,4%
Income tax expense	440,9	2 492,8	1 586,6	+2 052,0	-906,2	+465,4%	-36,4%
Profit for the year	1 763,4	9 971,3	6 346,6	+8 207,8	-3 624,7	+465,4%	-36,4%

Note - compiled by the author according to the financial statements of ADN LLP

The maximum level of net profit for the year the company achieved in 2017 – 9 971.3 thousand tenge. In 2018, it decreased by 36.4 % compared to the level of 2017. Next, we calculate the relative indicators of business activity, using the data of financial reports on the activities of ADN LLP. The obtained calculations are presented in Table 2.

Table 2 – Dynamics of business activity indicators of ADN LLP

Indicator	2016	2017	2018	Changes, (+, -)	
				2017/2016	2018/2017
Asset turnover ratio	0,465	0,314	0,298	-0,151	-0,016
Duration of 1 turn, in days	784	1 161	1 225	+377	+64
Accounts receivable turnover ratio	6,57	11,82	13,60	+5,25	+1,78
Duration of 1 turnover of accounts receivable, in days	55,5	30,9	26,8	-24,7	-4,0
The turnover ratio of equity capital	2,30	1,94	1,92	-0,36	-0,03
Duration of 1 turnover of equity, in days	159	188	190	+29	+3
Accounts payable turnover ratio	41,48	14,83	20,55	-26,65	+5,73
Duration of 1 turnover of accounts payable, in days	9	25	18	+16	-7

Note - compiled by the author according to the financial statements of ADN LLP

From Table-2 we see that the asset turnover ratio decreased in 2017 by 0.151 and in 2018 by another 0.016. The decrease in this indicator means less intensive use of assets and a slowdown in the circulation of funds of the enterprise in 2017 and 2018 compared to 2016. This in turn increased the duration of one asset turnover by 377 days in 2017 and by 64 days in 2018. The turnover ratio of accounts receivable increased in 2017 by 5.25 and in 2018 by 1.78. At the same time, the duration of one turnover of receivables decreased from 55.5 days to 26.8 days, which can be considered a positive moment for the enterprise.

The turnover of equity decreased in 2017 by 0.36 and in 2018 by 1.03. A decrease in this indicator indicates a decrease in the level of business activity. Accounts payable turnover ratio for 2017 decreased by 26.65, and in 2018 increased by 5.73. At the same time, the duration of one turnover of accounts payable increased from 9 days in 2016 to 18 days in 2018. This suggests that the company began to pay more slowly with its creditors, i.e. business activity of the enterprise decreased.

Let's analyze the profitability indicators of ADN LLP in Table 3. According to the calculated data in Table 2, it can be seen that the profitability of sales in ADN LLP in 2017 increased by 12.1 percentage points and amounted to 14.8 %. In 2018, the return on sales decreased by 7 percentage points to 7.8 %. Thus, in 2017 there is the highest efficiency of sales of the company, as this year the company managed to reduce the cost of products and services.

The profitability of sales in 2016 amounted to 4.6 %. In 2017, it increased to 33 % due to cost reduction. In 2018, this figure showed a decrease to 17.5 %, as there was an increase in cost at a faster pace than the growth of sales revenue. In the period under review, ADN LLP had the highest return on assets in 2017 (4 %). In 2018, the return on assets decreased to 2.2 %. Also, the return on equity in 2017 had its largest size (25.1 %). This is primarily due to the growth of net profit of the enterprise. In 2018, return on equity decreased by 11 % to 14.1 %.

Table 3 - Dynamics of profitability indicators of ADN LLP for 2016-2018

Indicator	2016	2017	2018	Changes, (+, -)	
				2017/2016	2018/2017
Profitability of sales, %	2,7 %	14,8 %	7,8 %	+12,1 %	-7,0 %
Return on sales, %	4,6 %	33,0 %	17,5 %	+28,4 %	-15,5 %
Return on assets, %	1,0 %	4,0 %	2,2 %	+3,0 %	-1,8 %
Return on equity, %	5,9 %	25,1 %	14,1 %	+19,2 %	-11,0 %

Note-compiled by the author according to the financial statements of ADN LLP

The presented profitability indicators depend on many factors. The dynamics of the return on assets (property) of the company is influenced by changes in the levels of capital return and turnover of working capital. The faster the turnover of capital in the company, the less it is necessary to ensure the planned sales volume. Conversely, slower capital turnover requires additional funds to ensure the same volume of production and sales.

Thus, the volume of sales does not independently affect the level of profitability, since when it changes, the amount of profit and the size of fixed and working capital increase or decrease proportionally, provided that other factors remain unchanged. The level of return on capital depends on the profitability of products sold, the resource of return and the structure of advanced capital.

The financial condition of the enterprise expresses its economic activity, it also determines the degree of competitiveness, as well as financial potential in business cooperation, gives the opportunity to assess how the economic interests of enterprises and their current partners are taken into account in financial and commercial relations.

Stable financial condition and reliable solvency are the basis of a high level of business activity of enterprises, their competitiveness, the ability to meet the financial interests of the owners of enterprises. The investigated enterprise ADN LLP in its financial and economic activities has a number of problems that adversely affect its financial condition. Among the main problems of the enterprise it is necessary to allocate (figure 1):

- the company does not have a system of financial and business risk management, in this regard, there was a gradual deterioration of the financial condition to a critical level;
- the company does not use marketing tools to promote products and its own development, thus does not apply the possibility of improving the financial condition with increased business activity;
- financial management tools are not used for forecasting and assessment of financial condition and management, rational management of financial resources;
- there are signs of insolvency and high risk of bankruptcy.

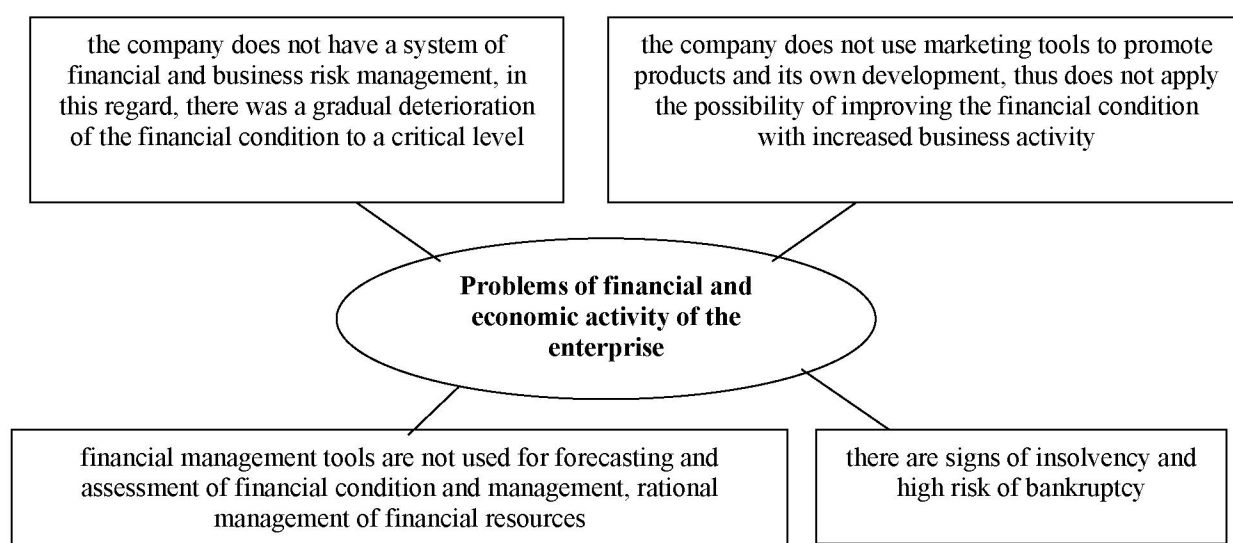


Figure 1 – Problems of financial and economic activity of ADN LLP

Even in the most favorable economic conditions, enterprises always retain the possibility of crisis phenomena. These opportunities are associated with risk.

Risk is one of the main concepts in financial and economic theory. Being a rather complex and multilateral category, risk is at the heart of every financial and managerial decision without exception. It is not necessary to think that an unfavorable outcome in the financial and economic activities of the organization is only the possibility of obtaining a direct loss or losses. In the process of analysis, especially in the planning of activities, it is also necessary to assess other adverse events as:

- opportunities not up to revenue or lost profits;
- receipt of income or profit below the level than planned (or desired by the owners);
- the occurrence of a situation that may lead to losses or loss of income in the future.

Financial risk is the risk that is associated with the formation of the composition of the sources of financing of the enterprise and also with the implementation of operations with its assets. Most often, in their own activities, enterprises have to face credit, interest rate, currency risks. Credit risk refers to the probability of non-payment of money owed to creditors, interest rate risk is associated with the repayment of money under credit agreements with fixed floating interest rates, and currency risk – with the possibility of losses due to changes in exchange rates.

For the analyzed enterprise, we can see the credit risk experienced by it.

To a certain extent, only production and financial risk can be controlled. Of course, it is impossible to avoid them completely, since they are intrinsic to the whole business activity. However, at the same time, reasonable production and financial policies based on an analysis of the enterprise's work allow, on the one hand, to reduce the likelihood of adverse situations, and on the other hand, to minimize the negative consequences of such situations, if they do occur.

The process of identifying and assessing risks must begin with the search for answers to such questions:

- what are the main sources of risk;
- what are the possible losses, in cash and non-monetary form, from the implementation of adverse circumstances;
- what is the probability of a certain level of loss being realized;
- what is the worst-case scenario;
- whether the resulting benefits will not exceed the possible losses;
- Is it possible to reduce the likelihood of adverse outcomes, which needs to be done;
- whether these actions will provoke other types of risks. If so, is it necessary to resort to this protection [3-5].

The most relevant risk analysis in planning procedures. In long-term (strategic) planning of activity of the enterprise the greatest attention should be paid to the analysis of the markets, first of all to risk of loss of competitive advantages. When implementing and developing current (operational) plans, the main importance is played by an adequate assessment of the level of production and financial risks.

Many economic actors in a market economy operate on the principles of competition. Many countries carefully support competition at the state level, as this method of economic organization makes it possible to use the resources of the national economy in a more optimal way. However, the downside of competitiveness is that less efficient enterprises that do not compete have to leave the market. According to world experience, the bankruptcy of some entities is an inevitable consequence of market competition, is, in fact, a fairly effective mechanism for the redistribution of capital.

To improve the financial condition of the studied enterprise, it is necessary to develop proposals aimed at improving the financial condition of the studied enterprise.

As shown by the analysis of ADN LLP in 2018, the company had problems with financial stability and liquidity of the balance sheet. The calculated liquidity indicators indicate a decrease in the solvency of the enterprise in 2018, despite the fact that in 2016-2017 the situation was satisfactory. The main reason for the fall in the financial stability of the company in 2018 is a significant increase in borrowed funds.

Measures that need to be taken to improve the financial stability of the enterprise will be reduced to increasing equity and reducing debt. To achieve a higher indicator of financial stability of the enterprise by increasing the share of equity can be due to:

- gain profit;
- obtaining financial support;
- re-evaluation.

A common mechanism is to increase equity, which is to make a profit. The profit of the enterprise is calculated as the difference between the revenue from the sale of products and the costs associated with its release. Thus, in order to increase revenue, it is necessary to reduce costs.

Increasing revenue is often impossible due to limited resources, so ways to minimize costs may be the only possible way out of this situation [6].

You can reduce costs by using the following methods:

- reduction of labor intensity, material intensity, energy intensity of goods and services sold;
- improving the management structure;
- minimization of depreciation charges.

It is worth noting that the minimization of depreciation is the cheapest source of cost reduction. If the amount of depreciation charges decreases, the book value of assets increases, and, consequently, the company's profit.

To increase profits, it is possible to sell unnecessary fixed assets and materials, securities. These activities are related to production.

Financial assistance can be provided by public authorities, as well as by the owners of the company and its creditors, by financing its current and capital expenditures. This method is the surest and fastest way to increase equity, because it increases without a corresponding increase in the share of liabilities [7].

Any enterprise may revalue fixed assets no more than once a year. Due to the increase in the value of the property, its financial stability increases. The result before the valuation of fixed assets is an increase in additional capital, which is part of the company's equity.

Next, it is necessary to consider ways to reduce debt capital, which can lead to an increase in the financial stability of the company.

Ways to reduce debt capital:

- restructuring of liabilities;
- mobilization of cash flow to cover liabilities.

These actions will be limited to the collection of funds to cover liabilities or change their structure.

The use of borrowed funds leads to a decrease in the financial stability of the enterprise, and can also lead to bankruptcy. In order for the company to be able to pay off its debts, it needs a certain amount of money. Thus, the fulfillment of its own obligations is related to the cash flow of the organization.

An entity's liabilities are reduced when the cash flow growth is higher than the liabilities flow growth. It is possible to lower the level of liabilities by mobilizing cash flow. The most effective way to mobilize cash flow is to accelerate the collection of receivables. The more stringent the terms of the receivables management policy, the faster it is possible to repay the obligations, and thus improve financial stability [8].

Reduction of liabilities through debt restructuring can be carried out by means of the following operations:

- extension of borrowed capital;
- the replacement of one obligation by another.

Prolongation of the borrowed capital is a reduction of pressure on the borrower from the lending party, by reducing the size of the monthly payment. As a rule, the extension of the loan implies the extension of the loan term, due to this, the amount of monthly payments becomes smaller.

The second option of prolongation provides for the extension of the debt repayment period provided for by the loan agreement.

The process of replacing one obligation with another is called innovation. This is an agreement between the parties to replace the original obligation with another that provides for a different subject matter or method of performance. The peculiarity of this process is that the parties agree to terminate the previously existing obligation and replace it with a new one [9].

All the above methods of asset management of the organization can lead to an increase in equity or decrease in debt, therefore, improve the financial stability of the enterprise.

Thus, the main work on the enterprise should be directed to the formation of a suitable mechanism for managing financial stability, which will help the enterprise to constantly monitor and manage its financial condition and respond to emerging risks in a timely manner.

In addition, the company should carry out constant measures for financial recovery. The solution of problems on financial improvement of the enterprise should consist in use of universal and standard actions which provide management of financial risks. The totality of these activities, carried out on the basis of the necessary scientific and methodological support and focused on achieving specific goals, form mechanisms to ensure financial stability. They are divided into internal mechanisms used by the company itself, and external ones implemented by third-party legal entities or individuals [10-11].

The main types of internal mechanisms for financial recovery of the enterprise are: operational, tactical and strategic mechanisms.

The operational mechanism for financial recovery includes measures aimed at reducing the size of the company's current financial liabilities in the short term and at increasing the volume of cash assets that ensure the urgent repayment of these obligations. The essence of such a mechanism is to reduce the volume of current financial needs, as well as certain types of liquid assets. The main essence of the operational mechanism for financial recovery is to ensure the balance of cash assets and short-term financial liabilities of the company.

The choice of certain measures of the operational mechanism for financial recovery is determined by the degree of insolvency of the enterprise.

Providing more rapid liquidity of the company's current assets helps to increase positive cash flow in the short term. The solution of this problem will be possible due to the implementation of the main measures for financial recovery:

- getting rid of inefficient short-term financial investments;
- reduction of the size of insurance stocks on commodity and material values;
- increase the turnover of accounts receivable;
- increase of price discount at implementation of cash payments for the sold goods;
- reduction of terms for the provision of commodity credit;
- markdown of some types of stocks on commodity and material values.

A significant reduction in the size of the company's short-term financial liabilities is provided by the implementation of the following financial recovery measures:

- postponement of settlements on some types of internal accounts payable;
- increase of the term of granting commodity credits by suppliers;
- prolongation of short-term financial loans;
- restructuring of the portfolio of short-term financial loans, etc.

The purpose of the implementation of the operational mechanism for financial recovery is to eliminate the current insolvency of the company. It is achieved when the amount of cash flows exceeds the size of the immediate financial liabilities of the company in the short term. In this case, the threat of bankruptcy of the company in the current period is reduced, but not completely disappears [12-13].

For its complete elimination it is necessary to use the tactical mechanism of financial improvement which represents system of the actions promoting achievement of financial balance of the enterprise in the planned period.

The purpose of this mechanism is to bring the company to the level of financial equilibrium and ensure its financial stability.

Opportunities to increase the volume of generation of its financial resources of the enterprise in crisis conditions are limited. At this time, the company's strategy is to reduce the amount of consumption of its financial resources. This is due to a decrease in the volume of operating and investment activities of the enterprise and is characterized by the concept of «compression of the enterprise».

Ensuring the generation of its own financial resources can be achieved through the following measures for financial recovery:

- optimization of pricing policy;
- reduction of fixed and variable costs;
- accelerated depreciation of the active part of non-current assets;
- minimization of tax payments in relation to the amount of income and profit of the company;
- disposal of disposal or unused property;

- additional issue of shares or attraction of additional share capital.

The following measures can be taken to reduce the consumption of their financial resources:

- decrease in investment activity;

- update of fixed assets;

- implementation of dividend policy, which corresponds to the crisis financial condition of the company;

- reducing the participation of employees in income;

- the rejection of non-productive programs that are funded at the expense of profit;

- reduction of contributions to the reserve and other insurance funds, which are carried out at the expense of profits.

Implementation of measures of the tactical mechanism on financial improvement pursues the purpose-deduction of the enterprise on financial balance and ensuring its normal financial stability.

The strategic mechanism for financial recovery is a system of measures that ensure the maintenance of the existing financial balance of the company in the long term, as well as its economic development in the future. It is based on a model for sustainable economic growth of the company, which has different mathematical forms of expression in accordance with the used basic indicators of financial strategy [14-15].

The purpose of the implementation of the measures of the strategic mechanism for the financial recovery of the company is to increase its market value in the long term by increasing the rate of sustainable economic growth.

The mechanism and specific measures for the financial recovery of the enterprise depend on its ability to restructure the property status, increase the size of the authorized capital, the implementation of technical re-equipment or modernization of the production process, the elimination of wage arrears, etc. This is also influenced by the nature of financial problems, features and specifics of the company's activities, its size, the level of risk and other factors [16].

Thus, for effective management of financial and economic activity of the enterprise it is necessary to apply tools of operational, tactical and strategic level. Measures that need to be taken by the company to improve financial stability will be reduced to increasing equity and reducing debt. To achieve a higher indicator of financial stability of the enterprise by increasing the share of equity can be due to: profit; financial support; revaluation. Reducing the share of borrowed capital can be achieved by restructuring liabilities, mobilizing cash flow to cover liabilities.

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ЗАМАНАУИ ЖАҒДАЙДА КӘСІПОРЫННЫҢ ҚАРЖЫЛЫҚ-ШАРУАШЫЛЫҚ ҚЫЗМЕТІН ЖЕТІЛДІРУ БАҒЫТТАРЫ

Аннотация. Кәсіпорынның қаржылық-шаруашылық қызметін басқаруда маңызды рөл қаржылық менеджментке жүктеледі, ол кәсіпорынның мақсаттарына жету және тактикалық мәселелерді шешу үшін қаржы ресурстары мен қорларын басқару процесі ретінде түсініледі. «ADN» ЖШС-нің қаржылық жағдайына жүргізілген талдау нәтижелеріне сүйене отырып, қарастырылып отырған кезеңде кәсіпорынның активтері мен пассивтерінің құрылымы төмендейтінін көруге болады. «ADN» ЖШС балансының пассивтерін қарастыра отырып, кәсіпорын мүлкі көбінесе қарыз қаражаттарынан, атап айтқанда ұзақ мерзімді және қысқа мерзімді міндеттемелерден қалыптасатынын атап өту қажет. Кәсіпорын балансының өтімділігіне жүргізілген талдау ұйымның өзінің ұзақ мерзімді міндеттемелерін жабу үшін ақша қаражаттарының жеткіліксіз екенін көрсетті.

Тұрақты қаржылық жағдай және сенімді төлем қабілеттілігі – кәсіпорынның іскерлік белсенділігінің жоғары деңгейінің, олардың бәсекеге қабілеттілігінің, кәсіпорын меншік иелерінің қаржылық мүдделерін қанағаттандыру мүмкіндігінің негізі. Зерттелетін «ADN» ЖШС-нің қаржылық-шаруашылық қызметінде оның қаржылық жағдайына теріс әсер ететін бірқатар проблемалар бар.

Қаржылық сауықтыру бойынша тактикалық тетіктің іс-шараларын іске асыру кәсіпорынды қаржылық тепе-теңдікке шығару және оның қалыпты қаржылық тұрақтылығын қамтамасыз ету мақсатын көздейді.

Қаржылық сауықтыру жөніндегі стратегиялық тетік – бұл компанияның ұзақ мерзімде қолда бар қаржылық тепе-теңдігін қолдауды, сондай-ақ оның келешекте экономикалық дамуын қамтамасыз ететін шаралар жүйесі. Ол компанияның тұрақты экономикалық өсуі жөніндегі модельге негізделген, сондай-ақ қаржылық стратегияның қолданылатын базалық көрсеткіштеріне сәйкес, өрнектің әртүрлі математикалық нысандарына ие.

Кәсіпорынның қаржылық-шаруашылық қызметін тиімді басқару үшін жедел, тактикалық және стратегиялық деңгейдегі құралдарды қолдану қажет. Кәсіпорынның қаржылық тұрақтылығын арттыру үшін қабылдануы қажет шаралар меншікті капиталдың ұлғаюына және қарыздың азаюына әкеледі. Меншікті капитал үлесін ұлғайту жолымен кәсіпорынның қаржылық тұрақтылығының неғұрлым жоғары көрсеткішіне қол жеткізуге болады: табыс алу; қаржылық қолдау; қайта бағалау жүргізу. Қарыз капиталының үлесін төмендетуді міндеттемелерді қайта құрылымдау арқылы және міндеттемелерді жабуға ақша ағынын жұмылдыру арқылы қамтамасыз етуге болады.

Түйін сөздер: қаржы, қаржылық талдау, актив, пассив, баланс, мүлік, қарыз капиталы, меншікті капитал, ақша қаражаттары.

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НАПРАВЛЕНИЯ СОВЕРШЕНСТВОВАНИЯ ФИНАНСОВО-ХОЗЯЙСТВЕННОЙ ДЕЯТЕЛЬНОСТИ ПРЕДПРИЯТИЯ НА СОВРЕМЕННОМ ЭТАПЕ

Аннотация. Важная роль в управлении финансово-хозяйственной деятельности предприятия отводится финансовому менеджменту, под которым понимается процесс управления финансовыми ресурсами и фондами денежных средств для достижения целей предприятия и решения тактических задач. Исходя из результатов проведенного в работе анализа финансового состояния ТОО «ADN» видно, что в рассматриваемом периоде структура активов и пассивов предприятия меняются в худшую сторону. Рассматривая пассивы баланса ТОО «ADN», требуется отметить, что имущество предприятия в существенной степени сформировано заемными средствами, а именно долгосрочными и краткосрочными обязательствами. Проведенный анализ ликвидности баланса предприятия показал, что у организации недостаточно денежных средств, чтобы покрыть свои долгосрочные обязательства.

Устойчивое финансовое состояние и надежная платежеспособность выступают основой высокого уровня деловой активности предприятий, их конкурентоспособности, возможности удовлетворения финансовых интересов собственников предприятий. Исследуемое предприятие ТОО «ADN» в своей финансово-хозяйственной деятельности имеет ряд проблем, которые отрицательно влияют на его финансовое состояние.

Реализация мероприятий тактического механизма по финансовому оздоровлению преследует цель – выведение предприятия на финансовое равновесие и обеспечение его нормальной финансовой устойчивости. Стратегический механизм по финансовому оздоровлению – это система мер, обеспечивающих поддержание имеющегося финансового равновесия компании в длительном периоде, а также и его экономическое развитие на перспективу. Он основан на модели по устойчивому экономическому росту компании, которая имеет различающиеся математические формы выражения в соответствии с используемыми базовыми показателями финансовой стратегии.

Для эффективного управления финансово-хозяйственной деятельностью предприятия необходимо применять инструменты оперативного, тактического и стратегического уровня. Меры, которые необходимо предпринять предприятию для повышения финансовой устойчивости будут сводиться к увеличению собственного капитала и уменьшению заемного. Достичь более высокого показателя финансовой устойчивости предприятия путем увеличения доли собственного капитала можно благодаря: получению прибыли; получению финансовой поддержки; проведению переоценки. Обеспечить снижение доли заемного капитала можно с помощью реструктуризации обязательств, мобилизации денежного потока на покрытие обязательств.

Ключевые слова: финансы, финансовый анализ, актив, пассив, баланс, имущество, заемный капитал, собственный капитал, денежные средства.

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