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FEATURES OF FINANCIAL STABILITY OF THE ENTERPRISE

Abstract. Analysis of financial stability is a process of studying the financial situation and the main results of the financial and economic activities of an organization in order to identify reserves for increasing its market value and ensure further effective development. Based on the results of the analysis of financial stability, managerial decisions are made and a strategy for the further development of the organization is developed. Key financial markets and the financial institutional system are resistant to economic shocks and able to freely perform their main functions: financial intermediation, risk management and organization of payments. One of the main tasks of managing the financial stability of a company is the study of indicators that reflect its solvency, liquidity and financial stability.
Keywords: financial stability, financial assessment, indicators of financial condition.

INTRODUCTION

There are many definitions of financial stability. Common to most of them is that financial stability consists in the absence of system-wide episodes in which the financial system does not function (crises). It is also about the stability of financial systems to stress [5, p. 49]. Financial stability is characterized by the ability of an enterprise to finance its activities both at its own expense and at the expense of borrowed funds.

A stable financial system is able to efficiently allocate resources, evaluate and manage financial risks, maintain a level of employment close to the natural level of the economy, and eliminate the relative price fluctuations of real or financial assets that will affect the stability of the money supply or the level of employment.

MAIN PART

The true significance of financial stability is best illustrated by its absence during periods of financial instability. During these periods, banks are reluctant to finance profitable projects, asset prices deviate excessively from their intrinsic value, and payments may not arrive on time. Significant volatility can lead to bankruptcy, hyperinflation, or a stock market crash. This can seriously undermine confidence in the financial and economic system [2, p. 68]. A lot of business operations that are carried out every day are like a “troublemaker” of a certain state of financial stability, a consequence of the transition from one type of stability to another.

Analysis of financial stability is a process of studying the financial situation and the main results of the financial and economic activities of an organization in order to identify reserves for increasing its market value and ensure further effective development. Based on the results of the analysis of financial stability, managerial decisions are made and a strategy for the further development of the organization is developed. The concept of "financial stability of the enterprise" is widespread in practice, but today there is no single unambiguous concept. One of the main tasks of managing the financial stability of a company is the study of indicators that reflect its solvency, liquidity and financial stability.

One of the most important coefficients showing the independence of the enterprise from borrowed capital is the coefficient of financial autonomy (independence) Ka.

$$Ka = CK / A$$

where SK is the equity of the enterprise (all the funds that were invested in the company by its owners),

A - assets of the enterprise.

This ratio shows the share of equity in the assets of the enterprise. In generally accepted practice, it is believed that the share of equity should be more than 50% of all assets, that is, the value of Ka is more than 0.5, depending on the industry. This means that if it will be necessary to pay off your debts to creditors, the company will be able to do this by selling its own assets. However, it should be borne in mind that if the company's equity is invested in assets with varying degrees of liquidity, there may be a risk that it will not be able to repay its debt as quickly as necessary if it is urgently needed. Therefore, the calculation of the optimal ratio of own and borrowed capital should be made depending on the composition of the assets of the enterprise. So, if non-current and least liquid assets are financed from own funds, then we can conclude that in the long term an acceptable level of financial stability can be defined as the ratio of these assets to the sum of all assets of the enterprise.

So, for example, both of the above ratios (Ka and Kf) show how much the enterprise depends on borrowed sources. It is important to note here that borrowed sources of financing are not divided into short-term and long-term ones. Therefore, assessing the level of financial stability, it is additionally necessary to distinguish all borrowed sources into short-term and long-term ones. The thing is that unreasonably large short-term borrowed sources can provoke the insolvency of the enterprise, while long-term sources are often equated to their own.

At the present stage of its development, the world economy is in a rather difficult situation. There are a huge number of factors, such as, for example, crises, the uncertainty of legislation and others, which to varying degrees affect not only the global economy, but also the financial stability of enterprises in all sectors.

Therefore, the existing ratios showing the level of financial stability, in any case, should be specified in each case. In the current economic environment, any enterprise needs to take measures in order to ensure a stable financial condition. For example, it is very important to optimize the assortment, price, depreciation and tax policies, as well as increase the company's own resources (because in the classical sense, such an enterprise is financially stable whose own financial sources exceed borrowed ones). Speaking about the sufficient number of own sources, it means that the borrowed sources should be used by the company in the amount in which the company has the ability to fully and timely return them. Based on this, it can be concluded that the amount of short-term liabilities should not be more than the value of liquid assets, but not all, but only that part of them that can be converted into money without losing their original value, that is, they mean assets that, naturally, at a certain stage of their existence in the enterprise are transformed into cash. Such assets include cash and financial investments, as well as ready-for-sale product inventories and receivables. The basis for assessing the financial stability of an enterprise is its financial statements, on the basis of which, more than one hundred relative analytical indicators can be calculated. For example, indicators such as the coefficient of independence, the ratio of equity to borrowed funds, the investment ratio, the maneuvering ratio of working capital and a great many other factors. One of the most important coefficients showing the independence of the enterprise from borrowed capital is the coefficient of financial autonomy (independence) Ka.

$$Ka = CK / A$$

where SK is the equity of the enterprise (all the funds that were invested in the company by its owners), A is the assets of the enterprise. This ratio shows the share of equity in the assets of the enterprise. In generally accepted practice, it is believed that the share of equity should be more than 50% of all assets, that is, the value of Ka is more than 0.5, depending on the industry. This means that if it will be necessary to pay off your debts to creditors, the company will be able to do this by selling its own assets. However, it should be borne in mind that if the company's equity is invested in assets with varying degrees of liquidity, there may be a risk that it will not be able to repay its debt as quickly as necessary if it is urgently needed. Therefore, the calculation of the optimal ratio of own and borrowed capital should be made depending on the composition of the assets of the enterprise.

So, if non-current and least liquid assets are financed from own funds, then we can conclude that in the long term an acceptable level of financial stability can be defined as the ratio of these assets to the sum of all assets of the enterprise. On the other hand, if Ka is close to 1, then this indicates that, despite the financial independence of the enterprise from external borrowing, it loses the possibility of additional financing. Another equally important factor is the financing ratio (Kf), which shows that part of the assets that are financed from own and borrowed funds.

$$Kf = SK / ZK,$$

where ЗК - borrowed capital (all borrowed funds, both short-term and long-term). Since Ka should ideally be more than 0.5, it is logical that the value of Kf should not be less than 1. The reverse situation indicates that most of the property is formed at the expense of borrowed funds, and, consequently, the solvency and financial stability of the enterprise is reduced. If we analyze the value of some coefficients used to assess the financial stability of the enterprise, we can conclude that the same aspect of the financial stability of the enterprise can be disclosed in several indicators. And, making calculations, it is necessary to take into account the fact that many coefficients complement each other.

So, for example, both of the above ratios (Ka and Kf) show how much the enterprise depends on borrowed sources. It is important to note here that borrowed sources of financing are not divided into short-term and long-term ones. Therefore, assessing the level of financial stability, it is additionally necessary to distinguish all borrowed sources into short-term and long-term ones. The thing is that unreasonably large short-term borrowed sources can provoke the insolvency of the enterprise, while long-term sources are often equated to their own. The coefficient that specifies the composition of borrowed sources is the coefficient of long-term financial independence (Cdn).

$$Cdn = (Ck + Wcd) / A,$$

where WCD - long-term borrowed funds. CDN clarifies which part of all the assets of the enterprise is formed from its own and equivalent sources and does not depend on short-term borrowing. The value of this coefficient should be at least 0.7 on average. However, as in the case with other factors, it is necessary to consider the industry to which the enterprise belongs. In essence, Cdn is the same coefficient of autonomy, and if an enterprise has long-term obligations, then of these two factors it would be more appropriate to use it. In connection with the foregoing, it is also possible to clarify the funding ratio:

$$Kf\,(\text{refined}) = ZKK / SK + Zkd,$$

where ZKK - short-term borrowed funds. An equally important coefficient is the financial risk ratio (leverage) (Kfr). With its help, the share of borrowed funds used by the company, such as, for example, loans, liabilities and borrowings, in relation to equity is measured. Kfr is calculated by the following formula:

$$Kfr = ZK / SK$$

According to many analysts, the optimal value of Cfn should be less than or equal to 1. This means that more than half of all organization funds have a loan basis. And at the same time, if an organization is able to pay its debts and loans on time, then the higher share of borrowed sources of financial resources does not bother its management at all. Solvency ratio (Kp) is closely related to the financial leverage ratio. But instead of comparing borrowed funds only with equity, Kp considers all financial resources, showing the role of borrowed funds in the financial structure of the company.

$$Kp = ZK / A$$

The lower the value of this coefficient, the better. Although, again, it is necessary to consider its norms for different industries. If the value of Kp approaches 50%, then you need to make sure that the company makes enough money to cover its obligations. There is a group of coefficients, for the calculation of which the indicator of the presence of equity in working capital (SOS) is used. This, for example, the coefficient of maneuverability (Km) and the ratio of security of own funds (Koss). To determine the amount of SOS, it is necessary to subtract from the total amount of equity capital the amount of non-current assets (VNA):

$$SOS = SK - VnA$$

If the company has enough equity in circulation, then this indicates its stable financial condition. In the absence of working capital, we can say that the source of current assets are borrowed funds. A situation is also possible when non-current assets are partially formed at the expense of borrowed funds. In this case, the SOS indicator has a negative value. The coefficient of maneuverability of own funds (Km) reveals whether the company is able, at the expense of its own capital, to maintain its own working capital at a certain level:

$$Km = SOS / SK$$

The recommended value of the coefficient is 0.2–0.5, depending on the capital structure and industry specifics. Equity ratio (Koss) calculates the share of current assets (OA) financed from own current assets: Koss = SOS / OA If the ratio of equity at the end of the reporting period is less than 0.1 (10%), then the balance sheet structure company is considered unsatisfactory. In general, when calculating any coefficients, you always need to rely on the economic logic of these indicators and be sure to consider the individual characteristics of the particular company in question. Although the financial analysis literature offers normative values of financial stability indicators that are universal for all enterprises, it is very difficult, and at the same time, it is important to move away from their use and find your own normative values, considering the type of activity the company is engaged in, the nuances and scale of this activity.

Financial stability is characterized by the ability of an enterprise to finance its activities both at its own expense and at the expense of borrowed funds. Therefore, the main signs of solvency of the enterprise are:

1) the absence of overdue payables;

2) the availability of a sufficient amount of cash resources in the current account "

If solvency acts as an external manifestation of the financial condition of the organization, then financial stability is the internal side, reflecting the balance of commodity and cash flows, expenses and income, funds and sources of their formation. Financial stability is carried out by the ability of the enterprise to function and develop, to maintain the balance of its assets and liabilities in a changing internal and external environment, ensuring solvency and investment attractiveness of the enterprise within the limits of acceptable risk. A stable financial system is able to efficiently allocate resources, evaluate and manage financial risks, maintain a level of employment close to the natural level of the economy, and eliminate the relative price fluctuations of real or financial assets that will affect the stability of the money supply or the level of employment.

The basis for assessing the financial stability of an enterprise is its financial statements, on the basis of which, more than one hundred relative analytical indicators can be calculated. For example, indicators such as the coefficient of independence, the ratio of equity to borrowed funds, the investment ratio, the maneuvering ratio of working capital and a great many other factors. One of the most important coefficients showing the independence of the enterprise from borrowed capital is the coefficient of financial autonomy (independence) Ka. Ka = SK / A, where SK is the equity of the enterprise (all the funds that were invested in the company by its owners), A is the assets of the enterprise. This ratio shows the share of equity in the assets of the enterprise. In generally accepted practice, it is believed that the share of equity should be more than 50% of all assets, that is, the value of Ka is more than 0.5, depending on the industry. This means that if it will be necessary to pay off your debts to creditors, the company will be able to do this by selling its own assets. However, it should be borne in mind that if the company's equity is invested in assets with varying degrees of liquidity, there may be a risk that it will not be able to repay its debt as quickly as necessary if it is urgently needed. Therefore, the calculation of the optimal ratio of own and borrowed capital should be made depending on the composition of the assets of the enterprise. And so, if non-current and least liquid assets are financed from our own funds, we can conclude that in the long term an acceptable level of financial stability can be defined as the ratio of these assets to the sum of all assets of the enterprise.

There are a huge number of factors, such as, for example, crises, the uncertainty of legislation and others, which to varying degrees affect not only the global economy, but also the financial stability of enterprises in all sectors. Many modern economists in their works pay special attention to the study of the concept of financial stability and the means that provide it, since there is still no clear definition of this concept. Analyzing its various interpretations, we can say that, in general, financial stability is assumed to be a state of financial resources in which the company is guaranteed to be provided with its own funds, its income is steadily higher than expenses, and the production process is constantly expanding at the enterprise. That is, the financial stability of the enterprise directly depends on whether it is financially stable or not. Analysis of the financial stability of the business entity is necessary in order to assess its position in the long term, to determine the feasibility of investment in this enterprise.

Thus, the authors use the concept of financial stability, which is defined as follows:

the company's ability to continue to achieve its operational goals and fulfill its mission for a long time;

the ability of the enterprise to conduct continuous industrial and economic activities in the market through the effective management of financial resources, ensuring its creditworthiness and solvency;

• building an internal system for organizing production and financial activities that ensures continuous market activity through balanced asset management of an enterprise, using its own and attracted sources of capital in the face of variability of environmental factors;

• maintaining financial stability for a long period of time in the face of variability of environmental factors.

The true significance of financial stability is best illustrated by its absence during periods of financial instability. During these periods, banks are reluctant to finance profitable projects, asset prices deviate excessively from their intrinsic value, and payments may not arrive on time. Significant volatility can lead to bankruptcy, hyperinflation, or a stock market crash. This can seriously undermine confidence in the financial and economic system [2, p. 68]. A lot of business operations that are carried out every day are like a “troublemaker” of a certain state of financial stability, a consequence of the transition from one type of stability to another. Knowing the limits of changes in the sources of funds to cover capital investments in fixed assets or production costs make it possible to generate such flows of business operations that lead to improved financial stability of the organization, to its increase [26, p. 88]. In this perspective, in the study of financial stability, a separate concept of “solvency” is determined, which cannot be identified with the previous one. Solvency here is an integral part of financial stability, its external sign. The financial stability of the enterprise is determined by the ratio of the values of its own and borrowed sources of reserves and the value of the reserves themselves. Provision of reserves and costs with sources of formation, as well as the efficient use of financial resources is the essence of financial stability, while solvency is its external manifestation.

CONCLUSION

Insufficient financial stability can lead to insolvency of organizations, lack of funds to finance current or investment activities, bankruptcy and excessive - it will hinder development, which will lead to the emergence of excess reserves and reserves, an increase in the time of capital turnover, and a reduction in profit [1]. Financial analysis allows you to justify the parameters of such sustainability. However, such an analysis not only makes it possible to judge the situation of the enterprise at the moment, but it serves as the basis, a necessary prerequisite for the development of strategic decisions that determine the prospects for the development of the company. When conducting the analysis, it is important to determine the rationality of the existing ratio of debt to equity, since each type of financing has its own advantages and disadvantages, which should be carefully considered.

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КӘСІПОРЫННЫҢ ҚАРЖЫЛЫҚ ТҰРАҚТЫЛЫҒЫНЫҢ ЕРЕКШЕЛІКТЕРІ

Аннотация. Қаржылық тұрақтылықты талдау - бұл нарықтық құнын арттыруға арналған резервтерді анықтау және одан әрі тиімді дамуды қамтамасыз ету мақсатында ұйымның қаржылық жағдайын және қаржы-шаруашылық қызметінің негізгі нәтижелерін зерделеу процесі. Қаржылық тұрақтылықты талдау нәтижелері бойынша басқарушылық шешімдер қабылданады және ұйымның әрі қарай даму стратегиясы жасалады. Негізгі қаржы нарықтары мен қаржы институционалды жүйесі экономикалық күйзелістерге төтеп береді және өзінің негізгі функцияларын: қаржылық делдалдық, тәуекелдерді басқару және төлемдерді

ұйымдастыру қызметін еркін орындайалады. Компанияның қаржылық тұрақтылығын басқарудың негізгі міндеттерінің бірі оның төлем қабілеттілігін, өтімділігі мен қаржылық тұрақтылығын көрсететін көрсеткіштердіз ерттеу болып табылады.

Түйін сөздер: қаржылық тұрақтылық, қаржылық бағалау, қаржылық жағдайдың көрсеткіштері.

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ОСОБЕННОСТИ ФИНАНСОВОЙ УСТОЙЧИВОСТИ ПРЕДПРИЯТИЯ

Аннотация. Анализ финансовой устойчивости является процессом исследования финансового положения и основных результатов финансово-хозяйственной деятельности организации для того, чтобы выявить резервы повышения его рыночной стоимости и обеспечить дальнейшее эффективное развитие. По результатам анализа финансовой устойчивости производится принятие управленческих решений, выработка стратегии дальнейшего развития организации. Ключевые финансовые рынки и финансовая институциональная система устойчива к экономическим шокам и способна беспрепятственно выполнять свои основные функции:посредничество финансовых средств, управление рисками и организацию платежей. Одной из главных задач управления финансовой устойчивостью компании является изучение показателей, которые отражают его платежеспособность, ликвидность и финансовую устойчивость.

Ключевые слова: финансовая устойчивость, оценка финансово-, показатели финансового состояния.

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