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CHARACTERISTICS OF MODERN METHODS AND MODELS OF FINANCIAL ANALYSIS IN THE ENTERPRISE MANAGEMENT SYSTEM

Summary

The current stage of economic development requires enterprises to constantly improve their efficiency and strengthen their positions. The introduction of effective financial analysis in the management system of any enterprise is an indispensable condition for its successful functioning. To address the specific challenges of financial analysis, a number of specific methods and models are used to quantify individual aspects of an entity's financial activity. The question of applying the appropriate methods and models of financial analysis of enterprises to form a mechanism for effective management is of particular relevance in the current environment, because one of the highest goals of assessing the financial condition of the enterprise is to find reserves for improving the profitability of production and strengthening the commercial calculation as a basis for stable operation of the enterprise and its implementation of their obligations to the budget, bank and other institutions. The need for such an analysis can be explained, first of all, by the fact that often enough companies are not able to properly assess their financial condition, which in the future creates serious obstacles to its effective operation.

The article describes the essence and importance of financial analysis of the enterprise. The description of the main methods of financial analysis of the enterprise. The types of financial analysis are considered. The role of financial analysis in the system of effective enterprise management is investigated. The advantages and disadvantages of individual methods of financial analysis of the activity of enterprises are determined.

The practical value of the article is to justify the use of modern methods and models of financial analysis in the enterprise management system, to analyze methods of assessing the financial condition of the enterprise to choose the most effective from the standpoint of an individual entity. It is important to identify and understand the main advantages and disadvantages of using the appropriate methods of financial analysis of the enterprise, the conditions under which it is advisable to use one or another method.

Keywords: enterprise, financial analysis, methods of financial analysis, results of activity, management.

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