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## **Experience in assessment of financial condition of the enterprises in current economic environment**

In a market economy financial condition of the enterprise reveals not only level of its vital activity, but power factors of development, which accumulate in its stability.

Methods of financial analysis – complex of scientific and methodical instruments and principles of research financial condition of enterprise.

Theoretical and methodical basics of assessment financial condition of enterprise repeatedly became a key moment in many scientific researches and practical developments. Among scientists in whose works considerable attention is paid to research financial condition of enterprise, it is necessary to allocate such as I. Balabanov, I. Blank, L. Gapensky, K. Izmailova, T. Karlin, V. Koval'ov, M. Kreinina, L. Lahtionova, G. Savitska, V. Savchuk, R. Saifulin, O. Stoyanova, A. Sheremet and others. But, experience in development and using assessment of financial condition methods need their detailed classification depending on the purpose of its implementation based on the requirements of modern management.

In recent years, the most common methods for interpreting the results of the evaluation of financial results on the basis of a single consolidated indicator. However, their diversity, the lack of a certain systematization, a clear algorithm for calculations and conditions of application complicate their use in the practice of enterprises. A significant problem with the use of most methods is the lack of regulatory values of financial indicators that take into account the industry characteristics of enterprises. The static nature of financial analysis, the unsuitability of some methods that are effective in the West, to the economic conditions in our country, the low level of informativeness of financial reporting require additional research on this topic.

In the economic literature there are many methodological approaches to assessing the financial condition. Traditionally, scientific sources distinguish methods that can be broadly divided into: methods based on the analysis of the balance of the

enterprise (horizontal, vertical, trend analysis, the method of financial ratios); heuristic methods based on informal, intuitive approaches and generalization of experience in solving similar problems and methods of expert assessments; economic and mathematical methods.

The traditional practice of analyzing the financial condition of the enterprise has worked out certain techniques and methods of its implementation, but there is still no unified classification of techniques and methods of economic analysis in general and financial analysis for example. The best use of classification, where informal and formalized methods of analysis are known. Considering the general coverage and depth of analysis of the financial condition should be divided into rapid analysis and comprehensive analysis. In recent years, many scholars and practitioners have emphasized the importance of having a rapid analysis, which can be provided on the basis of a limited set of calculations to provide an objective assessment of the research area, which will allow to make general management decisions. The main difference between rapid analysis and comprehensive analysis of financial condition is the degree of detail of analytical calculations. At the same time, a comprehensive analysis allows you to comprehensively assess the financial condition of the enterprise on the basis of simultaneous and consistent study of a set of different parameters that comprehensively characterize the financial and economic activities.

In recent years, methods have become widespread that provide an opportunity to interpret the results of the assessment of financial condition on the basis of a single summary indicator. But their diversity, the lack of a certain systematization, a clear algorithm for calculations and conditions of application complicate their use in the practice of enterprises.

With the help of the integrated method it is possible to observe the change of one integral indicator in the dynamics, which significantly simplifies the analysis. The assessment is based on a summary of the generalized indicators of the enterprise (using indicators of solvency, financial stability and independence, etc.) to an integrated [1].

Comparative characteristics of methods for assessing the financial condition of the enterprise allows to identify the advantages and disadvantages of the proposed

methods. With this in mind, to carry out a more comprehensive assessment of the financial condition of the enterprise, it is advisable to combine different methods to obtain more detailed information about the financial condition of the enterprise. A significant problem with the use of most methods is the lack of normative values of financial indicators that take into account the industry characteristics of enterprises, static financial analysis, unsuitability of some Western methods for domestic business conditions, low level of informative financial reporting.

With the development of economics and financial analysis should improve and develop its methodological basis. The formation of a unified system of methodological approaches to assessing the financial condition of the enterprise and the development of a detailed algorithm for their application will contribute, first, to objectively determine the static and potential development of financial and economic activities of enterprises and their financial resources; secondly, to improve the quality of management decisions, which will increase financial results and achieve tactical and strategic goals of enterprises in various sectors of the economy.

#### Literature:

1. Piskunov OG Evolution of approaches to the complex assessment of the financial condition of the enterprise / O.Г. Piskunov, NG Mtelenko, TP Lobodzynska // Economic Bulletin of the National Technical University of Ukraine "KPI" - 2009. - № 6. - P. 80-88.