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WAYS TO IMPROVE THE USE OF FINANCIAL RESOURCES OF THE ENTERPRISE

Abstract. Identifying the sources of financial resources will help target the use of financial resources. Sources of financial resources of the enterprise are usually considered shares. The policy of forming financial resources makes it possible to assess how effectively they are used. As a result of the analysis, the flexible relationship between accounts receivable and payable, capital and debt capital is calculated as a reasonable financial policy of the company. As a result of the analysis of the financial resources of LLP "TTT", we can see that the size of revenues increased in line with the annual growth of the assets and cash flows of the enterprise.

Key words: financial resources, balance, asset, passive, entrepreneurship, investment, equity, debt capital.

At present, the problem of efficient use of financial resources in an unstable economy is the most important problem in macro-and microeconomics. For each business entity, it is important to organize financing and optimal movement of financial resources, as the national income of the country is formed at the enterprise level. The financial well-being of the enterprise depends on how effectively to manage the financial resources of the enterprise by its owners and employees.

Financing of existing economic activities should properly organize the management of financial resources to increase the profitability of any business entity through the income and production potential of the enterprise. Inefficient use of financial resources, as well as any other resources, is understood as the ratio between the resources used and the results achieved during the corresponding period. To make a decision on taking measures to increase the efficiency of using financial resources, first of all, it is necessary to analyze these resources in detail. It is necessary to evaluate the dynamics, composition and structure of financial resources, as well as an analysis of the sources of their formation. These operations are carried out to identify deficiencies in the management of financial resources and understand where it is necessary to increase efficiency [1].

Successful business activity is not possible without the rational management of financial resources. Improving the company's financial resources management policy can be used optimally. Concepts needed to effectively manage financial resources to achieve the enterprise's targets:

- the company's competitive environment;
- avoid bankruptcy and significant financial deficits;
- leadership in the fight against competitors;
- maximal increase of the market value of the enterprise;
- rates of favorable growth of economic potential of the enterprise;
- growth of production and sales;
- to maximize profitability;
- minimizing costs;
- provision of cost effective actions, etc.

In-depth assessment of the use of financial resources is carried out using economic parameters that characterize the financial position of the enterprise. Here are some conclusions about «TTT» LLP that are considered for their calculation:

- efficiency of use of financial resources influences financial stability of the enterprise, its liquidity, solvency, business activity and profitability;
- the company has no financial independence. This is confirmed by the ratio of autonomy and debt and equity. They are at the level required for optimal performance;
- current liquidity ratio and closing ratio are within acceptable limits. This will allow us to conclude that the short-term debt will be repaid for a certain amount of short-term cash. The total amount of current assets of the enterprise is sufficient to ensure solvency;
- the level of business activity is growing, the company uses its own funds more effectively.

As can be seen from the analysis, there is a positive dynamics of indicators characterizing the financial resources of the enterprise, but their deficit is felt. Financial resources are formed at the expense of own and borrowed funds and become assets of the enterprise.

Increase in liquidity and solvency of the enterprise, lack of funds, which leads to a decrease in the amount of debt to suppliers. Despite the difficult economic conditions in the market, the financial and economic situation of LLP "TTT" in the analyzed years has improved. Its capitalization or annual turnover is sufficient, but the question of development and expansion of production is still relevant. Money is enough to keep production at the same level, but not enough for their development, investment is needed.

In addition, when refusing short-term and long-term loans, the company limits its development, the use of which can give impetus to the introduction of new technologies.

To achieve the goal of efficient use of financial resources of the enterprise requires a number of steps:

- the first stage is the study of the capital structure. Analysis of the capital structure of LLP "TTT" shows that for the period under review, i.e. for 2018, there were minor changes in the capital structure. During the period, equity exceeded 80 % and debt capital exceeded 13%. This is a positive result, as equity is higher than debt capital. Most of the capital of LLP "TTT" is equity and its share is increasing, which has a positive impact on the financial position of the enterprise;

- the second stage is the study of the structure of equity. As a result of the analysis of the structure of equity in the structure of own sources of funds, the analysis of equity capital during the period remained unchanged and occupies 34.6 %. Reserve capital is also floating, which amounted to 0.5 % of the total structure. This equity is formed mainly due to the increase in the value of real estate as a result of revaluation of fixed assets and unfinished construction of the organization, not created by the decision of the management of the enterprise;

- the third stage is the evaluation of the efficiency of equity. It is necessary to analyze the efficiency of the use of equity. This shows turnover and return on equity. Thus, the volume under consideration in the period under review, the capital turnover ratio decreases, which reflects the tendency to reflect the empty part of its funds. This indicator indicates a low indicator of the efficiency of the use of equity capital of the enterprise. According to the results of the factor analysis, it is determined that this was greatly influenced by the low level of profitability and low profitability of sales;

- the fourth stage is the identification of reserves and the development of organizational mechanisms for their implementation in order to improve the efficiency of the company's equity [2].

Ways to increase the efficiency of using the enterprise's financial resources:

- Receivables management. When establishing or adjusting an enterprise's credit policy, it is necessary to identify or analyze possible allowance for receivables both for the enterprise and for each counterparty. Calculation or analysis of these figures is primarily aimed at maintaining its market share and accumulating free cash. At the same time, it is necessary to control that the average turnover of accounts receivable exceeds the average turnover of the accounts payable. The timing of debt management of debtors was primarily studied by means of controlling cash flows that are closely related to the sale of cash. It is important to identify potential buyers and to determine the terms of payment for goods stipulated in contracts. Selection is carried out through formal selection: compliance with the transitional payment order, the amount of goods purchased by the buyer, the level of current capital adequacy, the

level of financial stability, the financial and economic position of the seller (cash, cash demand, etc.) projected financial capabilities of funds;

- Efficient use of funds. Cash is the property of tangible assets, so the general rules apply to them. First of all, the entity requires the basic cash reserve to make settlements on current liabilities. Secondly, the enterprise needs an unexpected expense fund. Thirdly, it is necessary to divide the income proportionately if there is no cash flow on current liabilities and transfers to the reserve fund remain the amount of free funds available for possible or predictable expansion of production or service. Fourthly, it is necessary to create a complex of projected resources for the implementation of public or industrial projects on behalf of the enterprise aimed at global expansion of production and increase of the economic rating of the enterprise or public image promotion;

- Flexibility of the enterprise capital structure. In this area of financial management, it is important to achieve the necessary balance between equity and debt capital and keep them under strict control. The ratio of equity and capital to the state is one of the key factors that maximize the market value of the enterprise. The prevailing debt equity capital will have a positive effect on profitability, financial stability and liquidity indicators, and will shape the relationship between profitability and risk in the development of the enterprise. High share of borrowed funds means, respectively, that there are many debt payments, which is very dangerous. Inadequate and poor quality control over the debt capital causes the bank's risk of bankruptcy [3].

It is necessary to take into account profitability and risk levels when covering capital structure. This task can be solved by different methods. Borrowing is estimated to be effective on equity and loan capital ratios, which increases the profitability of the entity's own funds. Venture capital borrowing is considered to be profitable until the return on equity exceeds the interest rate on the loan.

It is necessary to increase the productivity and quality of the equipment, to use advanced materials and technologies, to accelerate short-term circulation of assets, to improve the qualifications and productivity of the employees, to reduce labor productivity and to reduce the material intensity of the product to determine the main sources of reserves' revenues. Method of calculation of profitability. Profitability is calculated from the income of each tenge invested in the enterprise or other financial transactions.

Methodology of financial resources cost estimation. The cost of an enterprise's capital serves as an operating profit and describes a portion of the revenue that is required to pay for the use of a new equity, which is formed or incurred to secure the cash outflows and sales of the product [4].

Efficiency of financial resources utilization is characterized by profitability and business activity. Consequently, it is possible to increase profitability of the enterprise by increasing the profitability, profitability and cost reduction and profit increase. Another important tool to improve the efficiency of financial resources is the management of fixed assets and intangible assets of the entity. The key issue in managing them is the choice of depreciation method.

Sufficient financial resources and their efficient utilization predetermine good financial standing, solvency, financial forms and liquidity of the entity. In this regard, the most important task of enterprises is to increase their financial resources and to find the reserves for their effective use to improve the enterprise's efficiency.

The following reduction and reduction of operating costs is to improve the financial and production processes, improve the overall performance of shared services, including information technology, business processes and, as far as possible, all production segments (including transportation, recycling, etc.).

The following actions are used to reduce operating costs:

- optimization of logistics and infrastructure costs;
- implementation of energy-saving technologies;
- increasing the efficiency of contractors;
- repair of equipment repair;
- organization of transportation costs and logistics;
- optimization of staff through the auxiliary of the service, which is not a source of income.

One more important event is the organization of effective investment projects.

Coordination of activities in the context of capital structure, as well as investment projects management and capital investment projects, taking into account capital construction projects, will

identify and minimize the risks associated with the implementation of the investment program. In addition, this will allow project cost effectiveness, as well as proof of the duration of the project.

The increase in the volume of individual financial resources will be possible through the use of an amortization mechanism. Instant depreciation allows you to record the value of the underlying fund much faster than that set by the standard. This depreciation method is intended to stimulate the flow of investments. This is due to the right to postpone the payment of taxes and fees through the capital investment.

If amortization is applied, the tax liability is reduced as the enterprise's income does not include impairment. Once the asset's value is fully depreciated, the entity's revenue is increased, so the amount of tax increases.

The next event is to improve technology. This task is aimed at further financing of technological developments, including the modern technologies used in production [5].

In order to ensure competitiveness and favorable conditions for further development of LLP "TTT", it is necessary to continue investing in improving technologies.

It is possible to provide its own funds by implementing the following financial measures:

- price policy optimization;
- reducing constant and variable costs;
- reduction of tax payments on income of the enterprise;
- accelerated depreciation of an active part of fixed assets;
- sale of disposable or unused property;
- additional issue of shares or additional charter capital;
- refusal from non-productive programs funded by income.

Consumption of private financial resources can be reduced by:

- investment activity decline;
- renewal of long-term assets;
- implementation of dividend policy that meets the financial crisis of the enterprise;
- reduction of employees' participation in success;
- reduce transfers to fund and other insurance funds, carried out at the expense of income [6].

The task of forming the financial resources of the enterprise is one of the main tasks facing the enterprises of any form of ownership. If it is not resolved successfully, the company's activity will slow down and eventually become bankrupt. The effectiveness of forming and using the financial resources of the enterprise will always be relevant.

Finally, effective utilization of financial resources at the enterprise is an important factor in ensuring solvency, creditworthiness and financial sustainability of enterprises.

A comprehensive assessment of the financial position is recommended so that the financial position is comparable to that of all aspects of financial service rather than a set of indicators. Such an assessment allows quantifying the financial position of the reviewed entity. As a result of this comparison, it is possible to determine how and to what extent the financial position of the analyzed entity has changed.

In the integrated financial analysis system, it is important to assess the economic effectiveness of the entity and its financial position in accordance with the reporting data. The valuation of business activity is determined at the first stage of the analysis (preliminary management valuation), which determines the main monetary aspects of the analytical work, and is conducted at the final stage of the analysis (last, final score). Final assessment is an important source of information for justification and adoption of an optimal management solution in a particular case [7].

The methodology of a comprehensive analysis and assessment of economic activity plays an important role in management analysis. His work provides:

- 1) to make an objective assessment of past services, search for reserves to improve management efficiency;
- 2) the feasibility study of the transition to new forms of ownership and management;
- 3) comparative assessment of producers in the fight against competition and the selection of partners.

There are many ways to analyze the financial performance of enterprises and organizations around the world.

The most popular in our country are A.D. Sheremet and R.S. Saifullin, V.V. Kovalev, V. Vichoreva, S.M. Pyatolova and others. We will consider the methodology proposed by Sheremet and R.S. Saifullin (tab. 1). The main steps are as follows:

- a general assessment of the financial situation and its research for the reporting period (consolidated balance sheet, vertical and horizontal analysis of assets and liabilities of the balance sheet);
- analysis of financial stability (determining the benefits (sources) of sources of formation of reserves and losses, determining the degree of long-term coverage of long-term assets with sources of resources;
- analysis of balance sheet liquidity, solvency and business activity of the enterprise, balance sheet liquidity analysis:
 - a) classification of assets and liabilities;
 - b) a comparison of the respective results of assets and liabilities;
 - b) determination of the current and forecast liquidity balance;
 - c) liquidity assessment, solvency analysis, business activity analysis [8].

Table 1 – Advantages and disadvantages of the methodology offered by A.D. Sheremet and R.S. Saifullin

<i>Advantages of the methodology</i>	<i>Disadvantages of the methodology</i>
The proposed stages of the analysis allow us to provide comprehensive information about the financial condition of the enterprise, based on the balance sheet study.	Using only the balance sheet as a basis for the analysis of the business activity significantly reduces the range of responses to key questions of economic efficiency.
The third stage of this methodology involves obtaining information about the feasibility of investing in an enterprise, which is an element of strategic planning for potential investors.	This method does not help to identify the "deep" causes of an enterprise's particular outcome.
Note - [9] compiled by the author on the basis of literature	

According to the method of A.D. Sheremet in 2017 and 2018 the financial condition of the enterprise has shown above one, ie the financial condition of the enterprise is stable. The disadvantages of this method: small performance evaluations.

We will consider the following approach proposed by V.V. Kovalev (Table 2). The main stages of this method are:

- a) express analysis (acquaintance with audit opinion);
- b) preparatory stage (technical training, counting procedures, hand check, reporting forms);
- c) preliminary review of financial statements (introduction of an explanatory note to the financial statements);
- d) economic accounting and analysis (generalization of the assessment of the results of economic activity: property valuation, financial condition assessment, profitability assessment);
- e) preliminary consideration of financial and economic situation of the enterprise (the General oriented characteristic of financial and economic activity);
- f) assessment and analysis of the economic potential of the enterprise (assessment of the property status (vertical, horizontal analysis, analysis of qualitative changes in assets), assessment of the financial situation (liquidity, financial stability);
- g) assessment and analysis of financial and economic indicators (assessment of production activity, profitability analysis, assessment of the situation on the securities market).

Table 2 – Advantages and disadvantages of the methodology offered by V.V. Kovalev

<i>Advantages of the methodology</i>	<i>Disadvantages of the methodology</i>
Determine the availability of preliminary and detailed analysis stages, which will allow evaluating the entity's performance in the preliminary period, as well as the readiness to further analyze the availability of necessary documents.	The use of documents as an information base that do not provide reliable information does not allow to objectively assess the activities of the enterprise. This method, taking into account all the characteristics of the enterprise, raises the question whether it reveals the reasons for the growth or decline of economic activity in a particular industry.
Another important distinction is to use not only the balance sheet data, but also the audit report, an explanatory note as an information base.	
Note - [10] compiled by the author on the basis of literature.	

Integrated comprehensive assessment of the financial position of the enterprise. V.V. Kovalev proposed the calculation of the integral indicator-the indicator of financial condition for a comprehensive assessment of the financial condition of the enterprise. It is therefore proposed that a comprehensive assessment of the financial condition of the company. In a comprehensive assessment of the financial condition of the enterprise, the indicators characterizing the state of the property are considered: financial stability, solvency, liquidity; entrepreneurial activity and investment attractiveness of the enterprise (table 3).

Table 3 – Comprehensive assessment of the financial condition of LLP "TTT"

№	Rating's name	Way of calculation	The normal level	2017	2018
1	Evaluation of ratings (A.D. Sheremet)	$R=2K1+0.1K2+0.08K3+0.45K4+K5$	$R \geq 1$	7,9	7,2
2	Integrated assessment (V.V. Kovalev)	$N=25R1+025R2+20R3+20R4+10R5$	$N \geq 100$	347,9	285,5
3	Altman Index	$Z=3.3K1+1K2+0.6K3+ 1.4K4+1.2K5$	$Z \leq 1.8$ - increased danger $Z [1.8;2.8]$ - area of uncertainty $Z > 2.8$ - low risk	9,74	5,33
Note - [9,10] compiled by the author on the basis of literature					

The results of the analysis show that the work of the enterprise in the above models shows a positive result, that the enterprise does not pose a threat of bankruptcy, and also proves that its financial resources are sufficient to cover the obligations of the enterprise.

The return on equity analyzed based on the three-factor Du Pont model in 2017 and 2018 was 0.18 and 0.04, respectively, i.e. in 2018 the level of profitability decreased by 0.14.

From the proposed model, the return on capital depends on three factors: return on sales, return on capital and the structure of sources of funds received by the enterprise. The significance of the established factors is determined by a generalized explanation of all aspects of the financial and economic activities of the company on the basis of current management principles.

Analysis of the composition of assets of the enterprise. Before the structural analysis, a General assessment of the dynamics of the received assets is given by comparing the growth rates of assets with the growth rates of financial results.

At the enterprise considered by us 3 equality is carried out ($0,26 < 0,41$, $0,27 < 0,41$), that is, net income and revenue from the sale of products, but below the growth rate of assets, that is, it means that the company does not use financial resources efficiently [11].

As mentioned above, the modeling of profitability involves the creation of five factor models of profitability, including all indicators of production and increased use of financial resources of the enterprise's capital. The return on assets indicator provides a comprehensive assessment of the relative (coefficient, percentage) efficiency of economic activity.

When conducting a comprehensive study, it is necessary to analyze the financial results and financial position of the enterprise, taking into account the data on cash flows. As a result of the complex analysis it is defined, on what types of activity the receipt and expenditure of money is spent, to what extent increases (decreases) in comparison with the previous period. If the current activity of the enterprise ensures the receipt of funds, or fully covers the expenditure of funds on investment activities, then the situation is normal. Application of the DuPont model in assessing the level of profitability of the enterprise. DuPont methodology allows to comprehensively assess the main factors affecting the return on equity of the organization, namely: return on sales, business activity and equity multiplier (table 4).

Table 4 – Analysis by DuPont model

Name of the indicator	2017	2018	Diversión
Return on equity	1.01	0.53	- 0,48
The multiplier of private capital	0.34	0,36	0,02
Turnover of assets	0.55	0,19	- 0,36
Note - compiled by the author on the basis of data LLP «TTT»			

Further, we will analyze the factors influencing the return on equity of TTT LLP. The analysis of profitability of capital by method of comparative difference is shown in Table 5.

Table 5 – Analysis of equity of LLP "TTT" by comparative difference method

Factors	Factors' change	Influencing factor
Return on equity	0,48	0,06
The multiplier of private capital	0,36	0,18
The final change in profitability	0,12	0,12
Note - compiled by the author on the basis of data LLP «TTT»		

The assessment of these indicators for a differentiated entity has revealed that two factors have affected the growth of equity capital: the asset turnover has averaging 0.18, whereas its equity capital multiplier has affected relatively smaller, ie the contribution to the increase in profitability was 0.06.

Finally, as a result of the complex assessment of the analysis of financial resources of LLP "TTT", we see that the enterprise shows positive results in all used models and indexes.

It was found out that the norms of liquidity indicators of the enterprise, business activity and profitability indicators reflect positive values by calculating the indicators of the effectiveness of financial resources utilization of LLP "TTT".

Ways to increase the efficiency of using the enterprise's financial resources:

- receivables and payables management;
- use of funds in targeted areas;
- control over the capital structure of the enterprise;
- determination of the main directions of expansion of production to increase net income;
- introduction of advanced technologies of scientific and technological progress;
- improvement of management policy of fixed assets and intangible assets of the enterprise;
- increase in revenue from operating activities and reducing costs in the cash flow.

As a result of the analysis of the financial resources of the enterprise, it was determined that the amount of revenues increased annually and the amount of resources increased. The relationship between the entity's accounts receivable and payables reflects normal value. The number of employees of the enterprise is also increasing year by year. The overall profitability indicator demonstrates the effective utilization of the company's financial resources.

At the same time, the level of liquidity of financial resources of the enterprise has been analyzed. As a result of the analysis, the liquidity indicators were above the norm, which means that there are many liquid assets.

There are no significant negative figures in the business activity of the entity's financial resources. The optimization coefficient showed a positive result for the analyzed period, ie the size of 1. We are convinced that the turnover of inventories and inventories increased over the same period and increased turnover on accounts receivable.

The entity does not have short-term external investment, which proves its sufficient financial resources for the development of the enterprise. However, it is possible to attract bank loans to increase the competitiveness of the enterprise [12-14].

As a result of the comprehensive assessment of the financial performance of the entity, the financial position of the entity in 2017 and 2018 has shown a value above 1 as a result of the rating method, ie the entity's financial position is stable. And for integrated complex estimates, 2017 and 2018 showed more than 100 indicators, which are the financial condition of LLP "TTT". Defining the level of bankruptcy was determined by the low level of bankruptcy of the enterprise.

The results of the analysis show that the operation of the enterprise demonstrates a positive result in the above models, hence the risk of bankruptcy of the enterprise, as well as the fact that its financial resources are sufficient to cover the enterprise's liabilities.

In sum, effective utilization of financial resources of the enterprise is an important factor in ensuring solvency, financial stability and liquidity of the enterprise. We can say that the financial resources of the enterprise are used optimally as a result of efficiency indicators.

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КӘСІПОРЫННЫҢ ҚАРЖЫЛЫҚ РЕСУРСТАРЫН ПАЙДАЛАНУ ТИІМДІЛІГІН ЖЕТІЛДІРУ ЖОЛДАРЫ

Аннотация. Қаржылық ресурстардың қалыптасу көздерін анықтау қаржы ресурстарының мақсатты жұмсалыуына жәрдемдеседі. Кәсіпорынның қаржылық ресурстарының қалыптасу көздері, әдетте меншікті капитал болып есептеледі. Қаржылық ресурстарды қалыптастыру саясаты олардың қаншалықты тиімді қолданылатынын бағалауға мүмкіндік береді. Талдау негізінде анықталатыны: дебиторлық және кредиторлық берешектер, сондай-ақ меншікті және қарыз капиталы арасындағы икемді арақатынас – кәсіпорынның қаржы ресурстарын қалыптастырудағы ұтымды саясаты. «ТТТ» ЖШС-ның қаржылық ресурстарының құрамын талдау нәтижесінде, кәсіпорынның активтері мен ақшалай қаражаттары көлемінің жыл сайын артуына сәйкес, табыстың да мөлшері ұлғайғаны байқалады.

Кәсіпорынның қаржылық ресурстарына жүргізілген талдау нәтижесінде, жыл сайын табыс мөлшерінің артатыны, соған сәйкес, ресурстар көлемінің де өсетіні анықталды. Кәсіпорынның дебиторлық берешегі мен кредиторлық берешегі арасындағы арақатынас қалыпты мәнді көрсетеді. Кәсіпорынның қызметкерлер саны да жыл сайын ұлғайып отырған. Рентабельділік көрсеткіштерінің жалпы нәтижесі кәсіпорынның қаржылық ресурстарының тиімді қолданылып жатқанын дәлелдейді. Сонымен қатар кәсіпорынның қаржылық ресурстарының өтімділік деңгейі талданды. Талдау нәтижесінде өтімділік көрсеткіштерінің нормадан жоғары екендігі, яғни өтімді активтердің көп екендігі анықталды.

Кәсіпорынның қаржылық ресурстарының іскерлік белсенділік көрсеткіштерінде айтарлықтай теріс көрсеткіштер жоқ. Оңтайландыру коэффициенті талдау жүргізілген кезеңде оң нәтижені, яғни 1-ге дейінгі норма мөлшерін көрсетті. Активтер мен тауарлы-материалдық қорлардың айналымдылығының салыстырып отырған жылға қарағанда артқанына, дебиторлық берешек бойынша айналымдылықтың өскеніне көз жеткіземіз. Кәсіпорынның сырттан тартқан қысқа мерзімді инвестициялары жоқ, бұл – кәсіпорынның дамуы үшін өз қаржылық ресурстарының жеткілікті екендігін дәлелдейді. Алайда кәсіпорынның бәсекеге қабілеттілігін арттыру үшін банктік несиелерді тарту мүмкіндігі бар.

Кәсіпорынның қаржылық қызметіне кешенді баға беру нәтижесінде 2017 және 2018 жылдары кәсіпорынның қаржылық жағдайы рейтингтік әдіс нәтижесінде 1-ден жоғары көрсеткішті көрсетті, яғни кәсіпорынның қаржылық жағдайы тұрақты. Ал интегралды кешенді бағалау бойынша, 2017 және 2018 жылдары «ТТТ» ЖШС-нің қаржылық жағдайы норма болып табылатын 100-ден жоғары көрсеткіштерді көрсетті. Банкроттық деңгейін анықтау арқылы кәсіпорынның банкроттыққа ұшырау деңгейінің төмен екендігі айқындалды.

Түйін сөздер: қаржылық ресурс, баланс, актив, пассив, кәсіпкерлік, инвестиция, меншікті капитал, қарыз капиталы.

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ПУТИ СОВЕРШЕНСТВОВАНИЯ ЭФФЕКТИВНОСТИ ИСПОЛЬЗОВАНИЯ ФИНАНСОВЫХ РЕСУРСОВ ПРЕДПРИЯТИЯ

Аннотация. Определение источников формирования финансовых ресурсов способствует целевому использованию финансовых средств. Источником формирования финансовых ресурсов предприятия, как правило, считается собственный капитал. Политика формирования финансовых ресурсов позволяет оценить эффективность их использования. На основе анализа в качестве рациональной политики формирования финансовых ресурсов предприятия рассчитывается гибкое соотношение между дебиторской и кредиторской задолженностью, собственным и заемным капиталом. В результате анализа структуры финансовых ресурсов ТОО «ТТТ» при ежегодном приросте денежных средств и активов предприятия наблюдаем увеличение размера дохода.

В результате проведенного анализа финансовых ресурсов предприятия было установлено ежегодное увеличение размера доходов, соответственно – рост объема ресурсов. Соотношение между дебиторской задолженностью и кредиторской задолженностью предприятия отражает нормальное значение. С каждым

годом увеличивается численность работников предприятия. Общий результат показателей рентабельности и свидетельствует об эффективном использовании финансовых ресурсов предприятия. Кроме того, проанализирован уровень ликвидности финансовых ресурсов предприятия. В результате анализа установлено, что показатели ликвидности выше нормы, то есть большое количество ликвидных активов.

В показателях деловой активности финансовых ресурсов предприятия значительных отрицательных показателей нет. Коэффициент оптимизации в период проведения анализа показал положительный результат, т. е. размер нормы до 1. Мы убедимся, что оборотность активов и товарно-материальных запасов увеличилась по сравнению с прошлым годом, возросла оборотность по дебиторской задолженности. Предприятия не имеют краткосрочных инвестиций, что свидетельствует о достаточности собственных финансовых ресурсов для развития предприятия. Однако для повышения конкурентоспособности предприятия имеется возможность привлечения банковских кредитов.

В результате комплексной оценки финансовой деятельности предприятия в 2017 и 2018 годах финансовое состояние предприятия в результате рейтинговой оценки показало более 1 показателя, т. е. финансовое состояние предприятия стабильное. А по комплексной интегральной оценке в 2017 и 2018 годах финансовые показатели ТОО «ТТТТ» показали более 100 показателей, являющихся нормой. Путем определения уровня банкротства выявлен низкий уровень банкротства предприятия.

Ключевые слова: финансовые ресурсы, баланс, актив, пассив, предпринимательство, инвестиция, собственный капитал, заемный капитал.

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