

Секція 4

Зовнішньоекономічна діяльність підприємства

ANALYSIS OF THE FINANCIAL STAND OF INTERNATIONAL ECONOMIC ACTIVITY

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The international economic system in modern conditions is dynamic, but at all stages of economic development, management decisions at the enterprise should be based on the analysis of the reliable state of financial and economic activities. The market economy in the conditions of fierce competition puts forward requirements to fast, operative, non-standard professional decisions.

Ensuring a high level of competitiveness in international markets requires management to assess the possible and rational pace of development of the enterprise based on the current and future financial condition of the enterprise. The analysis of financial support reveals the existing sources of funds and the possibility of their more efficient use, construction of forecasts of the enterprise, its capital.

The source for this decision to increase competitiveness is the analysis of financial and economic activities. The degree of detail of this analysis determines its purpose, for example: technical information, staffing, the greater the detail, the higher its efficiency when used by top managers of the enterprise.

Determining the boundaries of financial stability of the enterprise is a means of stabilizing the financial security of the enterprise. If we determine the worst result of this factor, it is the lack of funds for financial and economic activities, and hence insolvency, then the bankruptcy of the enterprise.

To prevent the worst state of financial stability, it should be noted that the criteria for analysis are the following: constant analysis of financial and economic activities, monitoring of opportunities to improve the current situation. Determining the prospects of development, based on a reliable and comprehensive analysis of financial and economic activities of the enterprise provides an opportunity to increase business activity.

The indicator of business activity reveals the level of competitiveness of the enterprise, the potential for business cooperation, guarantees the effective operation of the external and internal environment of the enterprise in international markets. An important source of information on financial and economic analysis of the enterprise is internal reporting and analysis of interaction with the external environment of the institution, which provides the opportunity to make their own sound management decisions of top managers, credit institutions in attracting credit resources. Internal analysis data are based on operational, accounting and internal reporting, also influenced by the system of organization and implementation of the costing system.

The efficiency of economic activity is determined by the key performance indicators for this industry within the framework of a comprehensive analysis. Thus it is possible to define also the standard features for the enterprises of all spheres of manufacture. The main types of manufactured products, current production and planned, planned and desired volume of production gives the company information about the use of primary and secondary production. The levels of capacity utilization, as well as non-production facilities, the cost of their maintenance are identified. From the above information there is a clear scheme of units, their organization and interaction, to identify or supplement the scheme of enterprise management structure, the number of production staff, their payroll, the average salary of production and management staff.

Part of this analysis should be an analysis of the geographical location of production, ecological status of the environment, climatic conditions, features of legislation in the region of management. All of the above helps to identify the most effective tactical and strategic decisions of management in the short and long term in the face of rapid changes in the international environment.

ПРАБЛЕМЫ І ПЕРСПЕКТИВЫ РАЗВІЦЦЯ ЭКСПАРТНАГА ПАТЭНЦЫЯЛУ ПРАДПРЫЕМСТВАЎ МЭБЛЕВАЙ ПРАМЫСЛОВАСЦІ РЭСПУБЛІКІ БЕЛАРУСЬ

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Праблема нарошчвання экспартнага патэнцыялу і павышэння канкурэнтаздольнасці адносіцца да ліку прыярытэтных для прадпрыемстваў усіх галін народнай гаспадаркі Рэспублікі Беларусь. Асаблівую актуальнасць яна мае для ляснога сектара эканомікі, што абумоўлена спрыяльнымі перадумовамі для яго развіцця. Аснову экспарту галіны складае вытворчасць мэблі і камплектуючых матэрыялаў. Паспяховае развіццё гэтага напрамку дазваляе максімальна перапрацоўваць сыравіну на тэрыторыі краіны і экспартаваць гатовую прадукцыю з высокім дададзеным коштам.

У цяперашні час можна канстатаваць планамернасць і пэўную маштабнасць работ па захаванню і паляпшэнню вытворчага і экспартнага патэнцыялу мэблевай галіны і стварэнню базы для далейшага развіцця. Колькасць вытворцаў мэблі за 2015-2020 гады павялічылася ў 2 разы да больш чым 1,3 тыс. Тэмп росту экспарту па галіне ў 2020 годзе склаў 100,2%. Найбуйнейшым вытворцам мэблі ў краіне – канцэрнам «Беллеспаперапрам» – на знешнія рынкі было пастаўлена прадукцыі на \$377,9 млн. З агульнага аб'ёму вырабленай прадпрыемствамі канцэрна прадукцыі 74,6% было рэалізавана на знешнія рынкі. Доля мэблевай прамысловасці на сённяшні дзень складае больш за траціну ў структуры экспарту прадукцыі лясной і дрэваапрацоўчай