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ECONOMIC MANAGEMENT OF FINANCIAL STABILITY AND SOLVENCY OF THE COMPANY

The article deals with the current problems of financial stability and solvency of the company. The feasibility of using the company conservative policy of financial resources is justified. The current sources for increasing solvency are identified.

Limited supply of financial resources reduces the possibility of solving the problem of intensification of agricultural production and competitiveness of agricultural products. A necessary condition for solving the problem of permanent and effective development of the agricultural sector is to strengthen the financial position of agricultural enterprises.

Modern crisis conditions of farms, insufficiency of financial resources for expanded reproduction determine the importance of sourcing the development and effective use of its investment potential in order to generate ability of business to pay its debts in the long-term period.

One of the most important characteristics of the financial condition of the company is the stability of its position for a long-term period. It is related to the overall level of solvency, power of its investment potential, level of dependence of enterprise on creditors and investors.

In the process of implementation of the policy of financial resources

is projected potential formation of investment from its company's own financial sources. The achieved strategic financial position and projected situation in the capital market, determines the feasibility to attract investment of borrowed funds.

The process of optimizing the structure of sources of capital investments provides the rational ratio of own and borrowed sources of financing in order to prevent reduction of financial stability and solvency of the next period.

Conservative policy of financial resources formation is focused mainly on its own internal sources. Implementing this policy, the company does not seek either to maximize current income from investments, or to maximize capital growth (and thus maximize enterprise value), but care only about its own economic security.

Conservative policy of formation of financial resources involves the growth of positive cash flow in the short term and is achieved through the following measures: elimination of portfolio of short-term investments; acceleration of the debt receivables indexation; reduction of the period of trade credit; increase of price discounts when making cash payments for products sold; etc.