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MODERN TOOLS OF DIAGNOSTICS OF FINANCIAL POSITION OF THE ENTERPRISE

This article is devoted to substantiation of modern approach to improving the methodological tools for diagnosis of the financial position of enterprise based on the modification of the financial statements, operating in Ukraine since 2013 and meeting the requirements of International Financial Reporting Standards.

For a comprehensive diagnostics of the financial condition of the company based on the model of the modified financial statement, it is proposed to use the following indicators: indicator and scale of financial stability, indicator and scale of solvency and indicator and scale of financial risk.

Author has developed a matrix of diagnosis of the financial position to estimate the position of the company on the scale of “financial stability – solvency – financial risk”.

Accordingly, the company can stand in one of these financial positions:

1. Financial stability:

- Perfect financial stability, absolute solvency, maximum security (minimum financial risk).

- Sufficient financial stability, guaranteed solvency, optimal security (financial risk).

2. Financial equilibration.

3. Financial instability:

- Financial tension, potential solvency, relative safety.

- Area of financial risk, insolvency and financial crisis.

Also in the article the author made an emphasis on the need for integrated management of two key indicators of the financial position of the company: financial stability and financial profitability (return of equity), and had offered mathematical model of their relationship.

For this end, author suggested using indicators: capital multiplier; effect multiplier; value added.

The author suggested implementing the diagnostics of financial profitability as a key performance indicator of the company in the context of three models:

- Models of financial profitability through the use of financial leverage effect;

- Models of economic return on equity;

- Calculation of the rate of return on equity.

To sum up, integrated use of the proposed methodological approaches for diagnosis of the financial position of enterprise will significantly increase the degree of informativeness and reliability of the results, and provide the effectiveness of the process of management of financial position of enterprise in current and future periods.