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MONITORING AND DIAGNOSIS OF BUSINESS ACTIVITY IN INFORMATION MANAGEMENT SYSTEM OF ENTERPRISE

The process of effective functioning of entities in the current development of economic relations is significantly associated with increased effectiveness of monitoring tools and diagnostics of business activity in the context of managing financial potential.

It is determined that monitoring and diagnostics of business activity is a comprehensive assessment of the effectiveness of the entity using resources and system events, including analytical ones, aimed at the determination of the criteria and reasons for deviation from the desired business activity or regulations, to implement management actions in order to achieve the positive results of the company, creating a favourable investment climate, maintaining a stable financial position and ensuring a constant expansion and growth in production and sales of products and services.

It should be noted that each level of business activity corresponds to typical industrial and economic

situation, and therefore there are distinguished normal, problem and crisis situations.

Factors affecting the level of business activity are divided into external, which are independent of economic entities, and internal, which are directly related to the activities of enterprises.

Business activity is characterized by the relevant group performance of the enterprise. Monitoring and diagnostics of business activity is carried out on qualitative and quantitative levels. Quantitative diagnostics of business activity is carried out in the following areas: diagnostics of dynamics and value of growth rate of absolute figures according to the "golden rule" of the economy; diagnostics of values and relative indicators characterizing the level of efficiency of advanced and consumed resources of the enterprise; diagnostics of values and the dynamics of the return; diagnostics of indexes of sustainable growth.