IMPROVING THE ASSESSMENT AND ANALYSIS OF THE FINANCIAL CONDITION OF BUSINESS SUBJECTS

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The financial and economic condition of the enterprise is the result of the interaction of all production factors and is directly proportional to how quickly the funds invested in assets turn into money. In our opinion, the main task of financial analysis is to reduce the uncertainty that affects the process of economic and management decisions. Financial analysis is used as a tool for making and justifying decisions, as well as a tool for evaluating the quality of management activities and methods of predicting business profitability. In order to engage in financial activities, they must directly acquire knowledge in this field, and in order for the company to manage its funds very effectively, they must conduct a financial analysis. Financial analysis is a research and evaluation process, the main goal of which is to develop more reliable predictions about the factors affecting the financial performance of the company. Financial analysis in the financial management system of the corporation is a method of collecting, changing and using information with financial significance in a more general form: ▶ assessing the property complex and the corporation's financial condition and determining its development prospects; assessment of the possible dynamics of the company's development from the point of view of financial security; ▶ assessment of the possibility and necessity of attracting additional funds; making a forecast of the company's economic position in the capital market. The main task of analyzing the financial situation is to quickly identify and eliminate deficiencies in the company's financial activity, and to search for resources to improve the company's financial condition and its solvency. In this case, it is necessary to solve the following tasks: 1. It is necessary to assess the receipt and use of income directly from the company's financial situation. This evaluation should be carried out by studying the relationship between different types of language activities of a financial, industrial, and commercial character.2. It is necessary to directly ensure the results of a financial nature with a high probability of profitability in the economic character, and it is necessary to take into account the actual working conditions in the economic character; and creating appropriate models in finance. 3. Direct creation of such activities that

contribute to the efficient operation of the enterprise in the financial sector. With the help of economic analysis, it is possible to prevent all problems in time and determine the main methods of improving the financial condition of the enterprise. The assessment of the financial situation is a specific part of the financial analysis, in which the goals and objectives are directly taken into account, including the balance sheet indicators in relation to the situation in a certain period. An express analysis or an overview of the results of activities is the first stage at which the analysis of the financial situation of a blind mother begins. This stage allows for a general analysis of the company's activities, while not revealing the inner nature of the factors that influenced the formation of some parameters, and also allows for a direct study of the scale of production, its capabilities. Statistical and accounting reports are important sources of general review of the results of most companies. Express analysis provides a rapid assessment of the enterprise based on a system of some standard parameters and a very simple methodology that includes the following characteristics and evaluations: 1) general characteristics of the enterprise, for example: type of property and industry, type and volume of production, capacity, general financial result of the work, recommendations on the average number of workers; 2) assessment of the possibility of changing the currency of the balance sheet for the period under consideration and assessment of the appropriateness of the placement of the company's funds; 3) assessment of the dynamics and structural changes of funds from the sale of liabilities, assets and goods; 4) a conclusion about the work of the company based on a small number of samples, the most important generalizing parameters. A standard approach to financial analysis is the calculation and study of liquidity, solvency, financial stability, efficiency, and business indicators. Based on the analysis of these indicators, the company's solvency and creditworthiness are determined. The purpose of such an assessment is to identify the causes and negative factors of crisis situations and to eliminate them. The main factors determining the financial situation of Corona:

- ▶ the ability to implement the financial plan and, if necessary, the ability to meet the needs of working capital at the expense of profit;
- ▶ turnover rate of corporate assets. Traditionally, the algorithm for conducting a financial analysis of business entities includes the following stages: 1) size, directly depends on the purpose, tasks and type of analysis collect the necessary information; 2) assessment of reliability of information received by auditors; 3) processing of these data by creating analytical tables, graphs and summary report forms. However, it should be noted that this algorithm does not have a methodological aspect, and therefore a detailed form of step-by-step financial analysis is proposed. Malaysia's leading scientists have contributed greatly to the study of this issue. Grechko and Grechukhin (2016) stated that performance evaluation is an effective tool for providing information and analysis of enterprise activities. The results of the evaluation are the

basis for making management decisions. Evaluation of enterprise activity involves the use of various indicators, which are calculated based on the company's financial results: profit; In addition, the use of synthetic measures, which use one aggregate indicator instead of a number of variables to describe objects, allows us to quantitatively determine the multidimensional nature of economic operations and to systematize them linearly. When creating a system of indicators for evaluation, it is necessary to take into account the property and size of the enterprise. Jenkins (1984) found that a public enterprise is expected to perform many tasks: generate a financial surplus; help reduce unemployment; skill development; and contribute to growth, technical progress and correction of regional disparities. Evaluation of the activity of the state enterprise should be carried out taking into account the many goals set before it. Kotane & KuzminaMerlino (2012) focused on evaluating the performance of small companies and found that when evaluating the performance of small companies, it is necessary to take into account the limited financial resources of small companies and the difficulties in obtaining them. Today, the successful development of enterprises is determined by a reliable assessment of the efficiency of business entities and solving the tasks of increasing its efficiency. In our opinion, it is appropriate for enterprises not only to analyze their own performance, but also to compare it with similar performance of related industry enterprises or main competitors. This allows us to increase the level of reliability of the evaluation results. Such an approach allows business entities to identify and 40 adapt existing examples of effective activities of other companies to improve their performance. We use the frontier stochastic analysis method to compare the operational performance of Malaysian enterprises. The essence of this approach is to build a standard enterprise with the calculation of the highest efficiency indicators and efficiency coefficients 35. We calculate these coefficients as follows: the ratio of the values of the profit function of the studied enterprises to the corresponding indicator of the standard enterprise (potentially possible maximum value of the parameter). It should be noted that the formation of the standard enterprise and the potential level of efficiency are based on empirical data on the examined enterprises by selecting the best indicators. In other words, such a level for disinfection factors (enterprise costs) is determined when the minimum value corresponds to the maximum value of the objective function. For factor-stimulators (income) - on the contrary, we choose the maximum values that provide maximum profit. The implementation of the method of stochastic analysis of the efficiency of the enterprise includes several stages, in particular: 1. Formulation of the model, objective function and determination of deterministic influencing factors; $\nYi t = ^ \n Hit + (Vit- U itl Here, Yit is the output$ parameter of the model, the financial result of the operational activity of the company i in period t; p is a vector of unknown parameters; X it is the deterministic o for company i in period t 'variables model vector; Vit is a statistical error; U it is a component of efficiency that reflects the effect of a vector of controlled variables of hidden nature. Depending on the set of vectors of the deterministic variable model, two variants of the stochastic profit function can be used - standard and alternative. For the standard profit function, it is assumed that markets are perfectly competitive and prices are fixed. Therefore, the vector of deterministic influence factors is formed by the prices of resources (input parameters of the model), the production parameter of enterprises is the volume of operating profit, and only the volume of resource use and affected by changes in the volume of production. The alternative profit function assumes that the parameters of production (volume of sales) and the price of input parameters (cost of resources) are specified. Profit maximization is related to the change in the cost of output parameters and the number of input parameters

- the socio-economic essence of small business and entrepreneurship as an economic category and the specific features and importance of financial support of small business and private entrepreneurship in the republic were revealed;
- taking into account the importance of small business and private entrepreneurship, a methodological approach was developed to evaluate the effectiveness of its financial support;
- factors that negatively affect the process of financial support of small business and private entrepreneurship were identified;
- based on the main ways of increasing the efficiency of financial provision of small business and private entrepreneurship and on the formation of a competitive environment, on attracting investments to the activities of small business and private entrepreneurship, and on the development of financial institutions and attracting foreign investments recommendations were developed.

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