

# ***Kaydrovych Kh.I. Diagnosticating of Financial Equilibrium of the Enterprise as the Instrument of Providing its Financial Safety***

## **Annotation**

The features of providing financial safety of the enterprise are considered by the instruments of financial equilibrium. Diagnostics of the state of electro energy enterprise is conducted by financial coefficients which determine its economic growth. For the exposure of factors which have substantial impact on forming the economic growth it is suggested to use the simplified model of estimation of the economic growth of the enterprise, which at the same time allows determining the equilibrium between base financial performance of the enterprise indicators.

**Keywords:** financial equilibrium of the enterprise, financial safety of the enterprise, economic growth of the enterprise, pattern of economic growth of enterprise.

## **Summary**

**Short description of statement of a question.** For today instability of development of native economy requires the complex going near the permanent monitoring and analysis of parameters of the state of the economic systems and them destabilizing factors. New terms of development competition ability enterprises which are characterized a growth acceleration and increase of indefinite dictate the necessity of account of all risks and dangers. On the modern stage of development of economy it is not enough to estimate profitability of activity of enterprise, it is necessary to take into account potential threats and manage them. Moreover, providing of financial safety of enterprise is foreseen by achievement of financial equilibrium strategic whole enterprises balance in the system of which: growth, cost, firmness.

**Research purpose** – to conduct diagnostics of financial equilibrium of electroenergy enterprise.

**Devices, materials and research methods.** Such methods of research were in-process used: an analysis, synthesis, statistical and analytical calculations, is tabular (graphic).

**Research results.** The basic requirement for achievement of safe financial strength security is the careful balancing of aims of enterprise in direction of realization of efficiency of activity, providing financial resources, by the increase of economic potential and others like that. Determination of level of proof growth of enterprise, which will allow to form permanent economic and financial potential of enterprise will allow effectively to manage activity of enterprise and build the safe trajectory of development of enterprise. It is for this purpose necessary to model such level of proof growth of enterprise, which will allow to find the best trajectory of development of enterprise in multidimensional space a compromise equilibrium between simultaneous motion to the different financial goals.

For diagnosticating of the state of financial equilibrium of enterprise we are conduct the estimation of electroenergy enterprise by the different models of development namely: models of Du Pont, formulas of **D. Van Khorna**, models of Sustainable Growth Rate and other models. Although the described patterns of economic growth of enterprise enable to diagnose activity of enterprise and forecast ba-

sic financial-economic performance of enterprise indicators, and have some remarks in relation to technologies of application of models.

It is offered by us the simplified pattern of economic growth, which diagnostics of electroenergy enterprise is carried out by.

**Conclusions.** Practice proves that providing of financial safety of enterprise depends on his steady development. An important instrument here is diagnostics of the state of financial equilibrium of enterprise. As there is not the unique method of diagnostics of economic potential of enterprise in the theory of finances, it is suggested to use the for this purpose simplified pattern of proof growth, which combines financial and production performance of enterprise indicators, an author. It is discovered as a result of researches, that growth of economic potential of enterprise can be accompanied the decline of basic financial indicators in combination with growth of market potential of enterprise and vice versa. Complex diagnostics of financial equilibrium of enterprise, which will allow not only to estimate financial safety, is for this reason needed but also will enable to forecast basic performance of enterprise indicators.