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## THE CONCEPT OF FINANCIAL BUSINESS STRATEGY

Market transformation in the economy of Ukraine carried out under the influence of many factors that determine the characteristics of the uncertainty of the future state of the external and internal environment for individual enterprise. In this regard, enterprises of all forms of ownership and can provide a perspective of its own existence only through strategic planning, a crucial component of which is the process of formation and implementation of financial strategies.

The importance of the role of financial strategy due to the essential nature of the major economic categories - finance, money and credit, which are the foundation of its construction. The movement of these categories, subject to the laws of the market, their participation in the reproduction process, universal in nature in terms of the performance of the functions of creation, distribution and use of financial resources for any - any business define special status of all derivatives from them categories, including financial strategies. [4. 31-36]

According to a market economy, the independence of enterprises, their responsibility for the results of objective necessity arises determine trends of financial condition and future financial opportunities. To address such issues, and directed financial strategy of the company. [2. 57-59]

The financial strategy of the company - forming a system long-term objectives and financial activity choices most effective ways to achieve them. [3. 113]

The financial strategy is a long-term objective determination of financial activity, the choice of the most effective ways and means of achieving them.

The objectives of the financial strategy are:

Determine how a successful financial strategy and use of financial capabilities;

- Identifying promising financial relationships with entities budget, banks and other financial institutions;
- Financial support operational and investment perspective;
- Studying the economic and financial feasibility of possible competitors, the development and implementation of measures to ensure financial stability;
- Developing ways out of the crisis management and crisis conditions for enterprises. [5. 86-88]

Developing a financial strategy - a branch of financial planning. As part of an overall strategy of economic development, it should be consistent with the goals and directions of the latter. In turn, financial strategy have a significant impact on the overall economic strategy of the company. Changing the situation at the macro level and the financial market correction entails both financial and overall development strategy.

The theory of financial strategy by examining objective economic laws of market economy, developing forms and methods of survival and development in new conditions. Financial strategy involves methods and practice of financial resources, their planning and ensure financial viability for the market economy. Financial Strategy covers all forms of financial activity, optimization of fixed and current assets, the formation and distribution of income, cash transactions, investment policy. [2. 145]

The formation of financial strategy of the company includes the following milestones:

- Determination of the period of the strategy;
- Analysis of factors external financial environment of the enterprise;

- Forming a strategic goal of financial activity;
- Development of the financial policy of the company;
- Development of measures to ensure the implementation of financial strategies;
- Assessment developed financial strategies.

An important point in the development of financial business strategy is to determine the period of its implementation. The duration of this period depends primarily on the length of the period of formation of the general development strategy. Moreover, it are the following factors: the dynamics of macroeconomic processes, the changes taking place in the financial market, industry affiliation and specific production activity.

During the development of financial strategy focuses on the analysis of environmental factors, studying economic and legal conditions of financial activity and reflect risk factors. [1. 12-18]

The structure of the strategic financial management of the enterprise may be provisions qualifier basic elements of financial management mechanism for the formation and implementation of enterprise financial strategy will include the following components:

- The internal regulation of certain aspects of the formation and implementation of the financial strategy of the company;
- Market mechanism of regulation of the development and implementation of financial strategies;
- Mechanisms of legal and regulatory financial activity;
- Information support of strategic planning and financial management;
- Methods of financial management enterprise use in the development and implementation of financial strategies;
- A set of financial instruments that provide realizuyemist financial strategy.

The formation and implementation of financial strategies as the basis of the company's financial plan is based on internal tools. These include: The traditional tools of financial management -finansovyy analysis, budgeting, management antykryzysne; Measures for financial restructuring - the elimination of unprofitable, insolvent institutions businesses, cost control cash management costs of production, capital integration with other companies; Market instruments Financial Services - factoring, insurance and leasing.

#### **LITERATURE**

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