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## **THE ESSENCE OF THE CONCEPT OF FINANCIAL STABILITY OF THE COMPANY**

At present unstable economic situation in the country, providing social development is possible only on the basis of positive change, in particular by strengthening the entity's financial position. The efficiency of domestic enterprises depends on how quickly they will adapt to changes in market conditions. Maintain its position in a market economy, enterprises can use financial management, whose main function is objective financial analysis, forecasting and modeling business.

One of the most important components analysis and effective management is to ensure the sustainable development of the company and its financial stability. The concept of financial stability is complex and multifactor, which is caused by the economic environment in which the activities of the company, and one of the most important components analysis and effective management is to ensure the sustainable development of the company and its financial stability. The concept of financial stability is complex and multifactor, which is caused by the economic environment in which the activities of the company, and the results of its operations, the ability to adequately respond to changing internal and external factors. Evaluation of stability of the financial condition to determine how effectively manages the financial resources of the company.

A significant contribution to the assessment of the financial viability made known domestic and foreign scientists: Blank I.A., Brihhem E.F., Van Horn D.K., Savitskaya G.V., Sheremet A.D., Helfert E. The solution also reflected in the works Bazilinskoyi O.J., Hrytsiuk M.A., Yermoshenko M.M., Zabrodskoho V.A., Korobov M.J., Poddyerohin A.M., Stecenko I.P., Tereschchenko A.A. et al.

Poddyerohin A.M. understands the financial stability of a state enterprise in which it is from their own sources able to provide inventory and costs, to prevent undue payable, in time to pay its liabilities [1].

Korobov M.J. stresses that financial stability - a state of the property business, which guarantees him pay. In his view, financial stability implies that financial resources invested in economic activity should be recouped by cash flows from it, and the profits should ensure the independence and self-financing enterprise from external sources of assets involved [2].

Bazilinska O.J. indicates that the financial stability of the company depends on effective management of financial resources and determined the

optimal structure of assets, the optimum ratio of equity and debt, the optimum ratio of assets and sources of funding. That is, it examines financial sustainability as a concept which is primarily associated with the corresponding structure of assets and liabilities of the company and is characterized by efficient use [3].

Based on the general opinion of economists by offering financial stability of the enterprise understand multifaceted category of the financial position of the company and is influenced by external and internal factors determine the optimal value of assets and liabilities, which in turn ensures the company's ability to perform its obligations' liabilities and promote.

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## **THE SYSTEM TO INSURE THE FINANCIAL SECURITY OF ENTERPRISES**

There are a lot of destabilizing factors in modern conditions of any economic system which in whole characterize financial and economic instability of the country. Therefore, effective management of the enterprise in such conditions is possible only in the development of effective mechanisms to ensure a sufficient level of financial security. Establishing a system of financial security company ensures its stable operation, maintaining market share and provides opportunities to achieve value growth of the company. The enterprise should have a reliable system of financial security allows you to quickly identify and ward any dangers and threats of its activities.

The definition of the category "financial security enterprise" can be interpreted as the company's ability to timely identify and prevent negative impacts of external and internal threats, and develop ways of reach a higher state of financial sustainability of the enterprise on the basis of crisis management.

L. Matrychuk proposes to consider this concept as a process of reaching a certain state of the enterprise, which is characterized by resistance to internal and external threats, the balance of financial instruments and methods of management, and the provision of sufficient financial resources