

МЕТОДЫ АНАЛИЗА ФИНАНСОВЫХ АКТИВОВ

METHODS OF ANALYSIS OF FINANCIAL ASSETS

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Abstract. *The implementation of the financial asset management system of any enterprise in every branch of the economy is an integral condition for its successful functioning. The question of applying appropriate methods of analyzing financial assets of enterprises to form a management system for them, to improve the efficiency of their work, is becoming particularly relevant in the current conditions of the development of the economy of Ukraine. The set of methods for analyzing financial assets represents an analytical toolkit, the expediency of using which in the process of preparing analytical information for management must correspond to the goals, tasks and directions of the analysis, ensuring the implementation of its functions in the management system of enterprises and the adaptation of results to the information requests of users, as well as being determined by the appropriateness for implementation certain analytical procedures according to the selected methodology.*

Keywords: *financial assets, cash and cash equivalents, receivables, financial investments, economic analysis, analysis methods*

JEL: C150, G100, M210

Introduction

Business in the conditions of a market economy puts forward increased requirements for the timeliness, reliability and completeness of information for enterprises. The high volatility of the economic system determines the need for theoretical substantiation of the methodological and instrumental bases of the analysis of their economic activity.

The analysis is an information base for making optimal management decisions. The main task of modern information technologies of analysis is the timely provision of reliable, necessary and sufficient information to specialists, experts and managers for making informed management decisions. The correctness and adequacy of managerial decision-making depends on the accuracy of the results obtained in the process of analysis, therefore the use of modern information technologies increases the efficiency of analytical work.

It is using the toolkit of economic analysis that accounting and statistical data are transformed into analytical information.

Basic content

In the conditions of increased internal and external competition on the market, many enterprises due to ill-conceived financial and economic policies, including irrational use of financial assets, find themselves in conditions of reduced profitability, solvency, or even on the verge of bankruptcy.

That is, enterprises face significant financial difficulties due to improper redistribution of funds and sources of their formation. Along with this, the question arises of creating a single method of assessment and analysis of their financial assets as a basis for further effective functioning.

Since the rational use of financial assets is an integral part of the effective functioning of the enterprise, we will consider in more detail the methods and techniques used in the analysis of financial assets.

The structure and size of financial assets depend on their rational use at the enterprise. The insufficient size of all elements of financial assets leads to a reduction in the volume of production, a decrease in the level of utilization of production capacities, insufficient provision of material, labor and other resources and, as a result, to an even greater reduction. A sufficient amount of financial assets ensures: financial stability, solvency, stabilization of production volumes, as well as the possibility of its expansion, a high level of use of production facilities, a sufficient level of provision of material resources.

The level of efficiency in the use of financial assets, in turn, depends on the quality of the organization of the process of their analysis. Analysis of the company's financial assets is an important element of the overall management system of the company, it is a system of ways of processing, transforming and using information to ensure its competitiveness. In general, the analysis provides an opportunity to qualitatively evaluate management decisions, determine the completeness and reliability of information support for their justification, identify the possibility and assess the risk of an economic or financial maneuver, characterize the strategy and tactics of the business entity.

In the process of analyzing the company's financial assets, a number of important tasks are solved: general assessment of the company's provision of financial assets; determining the optimal size, composition and structure of the company's financial assets; analysis of the efficiency of the use and placement of the company's financial assets; justification of the company's financial strategy; study of the influence of factors on the processes of formation and use of financial assets of the enterprise; analysis of rates of changes in the company's financial support and their directions; identifying and mobilizing reserves to increase the efficiency of management of the company's financial assets.

Horizontal analysis helps to analyze the dynamics of individual elements of financial assets, and to follow how each of its parts changed over a certain period of time. This is an advantage of this type of analysis precisely for a more detailed and in-depth analysis of financial assets. Vertical analysis includes the analysis of the entire set of financial assets. It is advisable to use it at the first stages in order to be able to assess, in general, the effectiveness of the use of financial assets at enterprises. Trend analysis in itself is interesting to use, as thanks to it you can identify certain trends, retrospectively and prospectively in the development of the company's activities. It is not used much for the analysis of financial assets, but this tendency arose not because it is not efficient or effective, but because in Ukrainian practice little attention is paid to the development of this analyzed category, as financial assets in general, and even less for individual elements.

Factor analysis of financial assets, in our opinion, is the most time-consuming, but more informative, since no category of resources available at the enterprise can change in one way or another under the influence of external and internal factors. In addition to the methodological support of financial assets as a whole category, it would be advisable to divide financial assets into components for the study of more specific methods of analysis by their elements, namely cash and their equivalents, receivables and financial investments.

Cash funds of the enterprise are an important part of financial assets, the size of the financial result received by the enterprise depends on the efficiency of their use. After processing the relevant literature, we came to the conclusion that most methods, in their essence, analyze cash flows, and not cash and their equivalents, as a more comprehensive category.

Management of monetary assets is constantly at the disposal of the enterprise, which is part of the functions of general working capital management. Under the analysis of cash flows of enterprises, we understand the process of researching the system of indicators, their formation at the enterprise, identifying the main trends and regularities in order to find out the reserves for further improving the efficiency of their management.

Accounts receivable is, in our opinion, one of the largest possible reserves, as an element of financial assets, which is the most liquid in the enterprise. Therefore, effective management of receivables is an important condition for maintaining the required level of liquidity, solvency, and financial autonomy of the enterprise. In order to draw a conclusion about the effectiveness of its use, it is necessary to analyze what accounts for the formation of receivables at the enterprise, its condition, the methods of its collection and other information that can characterize it more broadly and in detail. In economics, a significant number of different methods of analyzing receivables separately as an element of financial assets are used, but none of the above methods separates and analyzes the industry affiliation of an enterprise that has this type of asset on its balance sheet. That is, regardless of the industry, the role of receivables is unified and it is analyzed in the same way. Conducting an analysis of receivables will make it possible to use all available resources at the enterprise more efficiently, increase part of liquid funds, and help predict possible cash flows.

The next element of financial assets is financial investments, which are not so widespread in enterprises, but play an important role in evaluating the efficiency of using the most liquid part of the company's resources. Since financial investments are on the balance sheet of a small number of Ukrainian enterprises, the authors of the Ukrainian economic literature do not consider the methods of their analysis as widely as in foreign sources.

Conclusions

Having analyzed the above information, we can say that economic analysis has a large number of methods and techniques for a comprehensive and in-depth analysis of all possible elements of assets available at the enterprise. However, the methods of analysis of financial assets as a separate group of assets are not provided. We believe that this is a certain omission on the part of various economists, since the analysis of the most liquid assets of each enterprise and their effective use should play a significant role in the analysis of each enterprise in general.

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