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IMPROVEMENTS OF THE SYSTEM OF WHOLESAL COMPANIES' FINANCIAL FLOWS MANAGEMENT

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Summary. The article analyses theoretical aspects of financial flows management of wholesale companies, as well as its key factors and parameters. Basic components of financial flows management are

systematized into a comprehensive system. The links between the structural elements of the management system under research are determined.

Key words: *financial flows, wholesale companies, financial flows management system, the tools for financial flows management.*

Currently, social-economic and political environment of Ukraine is undergoing significant changes. They have a crucial impact on the operations of economic entities in a competitive environment. In order to provide for the high level of commercial mediation in the developing market economy, there exists a need to establish favourable preconditions for profit-making wholesale companies.

Since a large portion of operations of the companies under study includes procurement operations and sales of products that are continuously followed by financial flows, an important role within the management system should be assigned to financial flows management in a company.

The main objective of the research work is to improve the financial flows management system of wholesale companies.

The main purpose of the financial flows management system is to look into wholesale companies operations through the scheme of movements of financial resources and the consequences of the processes under way that reflect the actual level of profitability and liquidity, a mechanism for optimizing costs, minimizing commercial risks, the efficiency of capital management, etc.

The results of the research work obtained testify to the urgent need to improve the financial flows management system in wholesale companies. It also provides for the establishment of structural elements of the system: the goal, tasks and objectives, princi-

ples, functions, determining the object and the subject matter, forms, methods, tools and mechanisms of management.

From the managerial point of view, the units of entrepreneurial activity in the field of wholesale business are in themselves entities that include a number of various subsystems interconnected by multiple relations. They are treated as complex, multilevel and dynamically structured systems, while the research is typically done on the basis of complex systemic analysis. As a unity of mutually related elements, the financial flows management system has both its object and subject matter. The object of the management system is the financial flows that are established in the process of production economic operation of wholesale companies, and also financial flows that form a direction and the nature of economic relations between the entities of the management system (internal and external contractors).

A multifaceted nature of the financial flows management system is determined by its subjects. The management system under discussion is typically characterized by bilateral and, sometimes, multilateral relations that determine the number of subjects. They are the stakeholders that influence the movement of flows and usually reflect different aspects of financial flows (either inbound or outbound). In our opinion, it is reasonable to differentiate between internal and external subjects.

The impact the subjects of the financial flows

management system of wholesale companies have on its objects is produced on the basis of inbound and outbound information, which constitutes the basis for further decision-making.

The efficiency of financial flows management system of wholesale companies can be ensured through optimizing its structure, which will help achieve the efficiency of movement, directions and quality of the flows. The process of management of any object can be possible on the basis of mechanisms only. It is them that define the procedures of wholesale companies' operations. They also activate the management process both on macro and micro levels through the mechanism that defines the procedure for any sort of activity of the companies under study.

The analysis of studies of other researchers about the essence and elements of the mechanism of financial flows management of companies highlights the following mechanisms. On the micro level, they include the internal mechanism for establishing and use of financial flows of the company, for organizational economic mechanism, for the system of methods and tools of management, and for the mechanism of information provision. On the macro level, there is a market mechanism and the state mechanism of regulation. The abovementioned facts imply that the macro level mechanisms are, evidently, subject to a direct and an indirect influence of external mechanisms for company financial flows management.

Since financial flows are part of the company finance, the mechanism of financial flows management can be defined as a superstructure category with attention to finance, while it is a basic category from the standpoint of management. Therefore, in its total, the implementation of management functions and of finance functions activates the mechanism of financial flows management.

Comprehensive management of financial flows requires the selection of principles that make the system of management perform its function and allows attaining the goals set. They comprise a methodological basis for any activity. It would be relevant to highlight targeted, functional and linear management principles.

The achievement of the set functions requires the use of the needed effective system of methods and

tools. They help reach the set goals and the objective of wholesale companies' activity. Under market conditions, such groups of methods as financial-economic, administrative and social-psychological are usually identified.

All the listed structural elements of the financial flows management system of wholesale companies aim at achieving the main objective and the set goals. They include maximizing the flow; achieving the efficiency in establishing the sufficient amount of capital; the efficiency of advancing capital into turnover assets; the temporal and spatial coordination of financial flows with the flows of goods and services; consolidation of company financial condition; reduction of financial risks. Overall, these objectives allow reaching the goal set for the system, and also optimizing the financial flows of the companies under analysis. In other words, it means raising intensity and improving the balance of financial flows turnover, maximizing their productivity and establishing the due level of financial resources, as well as optimization of their quantitative and qualitative content. As a consequence, it leads to improved financial-economic results.

To conclude the abovementioned, it should be stated that the main aspect for competitive advantages of wholesale companies is the development of new comprehensive system of financial flows management. The goal of the system is to provide the continuous movement of financial flows and the interrelation of integration structures of the system and the company units in the process of management. It would make it possible to consider practical opportunities for using new or updated tools in the set of financial flows management, mostly due to the application of most verified technologies of a comprehensive approach. The all-embracing approach to tackle the problems will help to reach the necessary level of optimizing financial, innovative and technological capacity of wholesale companies; to identify prospective resources of revenue and profit growth; to enhance the competitiveness; to reduce commercial, technological and financial risks related to insufficient efficiency of managerial and organizational process of financial flows, etc.

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