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ESSENCE AND FEATURES FORECASTING FINANCIAL ENTERPRISES

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Summary. The essence and importance of financial forecasting company, proved the main stages of the prediction in the enterprise, identified

priority factors of influence on management decisions to minimize the financial risk of the enterprise.

Key words: *prediction, planning, financial planning, financial forecasting.*

The essence and importance of financial forecasting company, proved the main stages of the prediction in the enterprise, identified priority factors of influence on management decisions to minimize the financial risk of the enterprise.

The study aims to study the nature and components of financial forecasting, identifying priority factors influencing the creation of conditions for the adoption of effective management decisions towards minimizing financial risks of companies and their timely adaptation to external changes and trends.

Based processed literature we found that planning – is to develop detailed course of action for the next period for implementation of the strategy.

Market conditions have high demands for quality financial planning as negative effects can lead to depression. For failure to adapt to market conditions, the company may enter into a state of losing the ability to fulfill its obligations.

Financial planning is an integral part of the socio-economic planning. As planned matters arising in all parts of the financial system, then we can talk about

the system of financial plans, budget, off-budget, insurance and so on. This includes such cuts financial plans: national, sectoral, territorial, financial plans of individual companies and organizations.

Preparation of the forecast balance sheet provides a most complete picture of future changes in the financial condition of the company, especially indicators of solvency and liquidity.

We found that the main factors impact on the financial position of the company is just internal factors, such as quality management and enterprise profit structure of its debt and equity. The company should create an effective system of financial stability, on the basis of prediction methods, planning, management, monitoring and analysis of financial stability. To increase efficiency of the enterprise should evaluate the impact of various factors on financial stability over a period to justify the areas of management, forecasting, performance plans. In our opinion, this approach allows to improve the financial sustainability of the enterprise and prevent its bankruptcy.

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