

factors that also affect the process of conducting business. However, the key factors are compulsory. All factors have rather positive than negative sides. They are connected and have a huge impact on each other and a single factor will never show such effectiveness as their joint interaction.

<http://edoc.bseu.by>

E. Sushko

Е. С. Сушко

БНТУ (Минск)

Научный руководитель Н. Н. Перепечко

**ANALYSIS OF FINANCIAL STABILITY OF THE ENTERPRISE
AND WAYS TO ITS IMPROVEMENT ON THE BASIS
OF SELF-FINANCING AND ASSET MANAGEMENT**

**АНАЛИЗ ФИНАНСОВОЙ УСТОЙЧИВОСТИ ПРЕДПРИЯТИЯ
И ПУТИ ЕЕ ПОВЫШЕНИЯ НА ОСНОВЕ САМОФИНАНСИРОВАНИЯ
И УПРАВЛЕНИЯ АКТИВАМИ**

The goal of the paper is to give an idea of the financial sustainability of the enterprise and to offer measures to improve.

One of the important conditions for financial stability is the financial stability of the enterprise. It is also a significant difficulty, because financial stability is a guarantee of the enterprise survival. Financial sustainability is the long-term stability of this organization, which is provided by a high proportion of capital. There are some factors affecting financial stability. For example, the position of the enterprise in the market; enterprise potential in business cooperation; degree of enterprise dependence on creditors and investors; performance effectiveness. With an increase in income and no change in creditworthiness, the development of the enterprise is guaranteed. It means that financial stability is characterized by a significant increase in profits over expenses, and also does not interfere with the free disposal of capital and the constant production and sale of products at the expense of these funds. The main condition is that financial stability should be formed in the period of the entire activity of the enterprise.

Unsatisfactory financial stability can be characterized by the following reasons: the company does not earn the necessary amount of funds to be stable; the company is meaningless spending the money earned. In order to assess financial stability correctly, it is not enough to say that the company manages its money incorrectly. It is necessary to assess the situation and suggest methods for correcting it. In order to improve the financial stability of the enterprise, it is necessary to take measures to

increase the share of its own capital, for example, making a profit, obtaining financial support, conducting a revaluation, and issuing securities. The company's profit is calculated as the difference between the proceeds from the sale of products and the costs associated with its release. It is necessary to reduce costs to increase revenue. In order to fulfill this condition it is necessary: to reduce the labor intensity, material consumption, energy intensity of a new product; improve the management structure. It is worth noting that the cheapest way to reduce costs is to minimize depreciation. Also to get profit you can sell securities and unnecessary means of production and materials. The fastest and surest way to increase profit is to help, regional and local authorities. Improving financial stability occurs at the expense of increasing the value of the property. Not more often than once a year, it is recommended to reassess fixed assets. One of the ways to improve financial stability, as well as the exit of the enterprise from the crisis, is the issue of securities (shares) among the number of existing shareholders. Next, we consider methods for reducing borrowed capital, which can also lead to an increase in the financial stability of an enterprise. By mobilizing cash flow, you can reduce the level of commitment. Accelerating collection of receivables is called cash flow mobilization, which is the most effective way. In order to increase the financial stability of the company, it is necessary to pay liabilities. But, in order to make it happen faster, it is advisable to tighten the terms of the policy on the control of receivables. When replacing cash payments with shares and replacing one obligation with another, there can be a decrease in liabilities through debt restructuring.

Of course, it is impossible to determine one really good way, because all enterprises differ from each other in their work, industry, direction and so on. All methods of asset management and self-financing that have been considered may contribute to increasing the income of an enterprise or reducing borrowed capital, which, of course, will improve the indicators of financial stability of an enterprise.

<http://edoc.bseu.by>

К. Fridman

К. И.Фридман

БНТУ (Минск)

Научный руководитель Г.В. Прибыльская

HOW TO DO BUSINESS IN ISRAEL?

КАК ВЕСТИ БИЗНЕС В ИЗРАИЛЕ?

The purpose of our work is to identify the national and cultural characteristics of the Israeli labour market and doing business in Israel.