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## **ECONOMIC ANALYSIS AS A COMPONENT OF ENTERPRISE MANAGEMENT SYSTEM**

The purpose of this work is to determine the characteristics of rational managing the economic analysis of the company activity and to generalize the results of the analysis.

In current economic conditions, it is extremely necessary for the head of any enterprise to have sufficient economic information for adequate evaluation of the situation and making optimal management decisions.

Analytical information plays a special role because it shows the main indicators of financial and economic activities that cause the greatest impact on the finances of the company. Then becomes possible a comparative analysis of the results with standard values and more. Analyzing depends on the organization designed to establish, manage, and bring to systemic standards information and methodological support.

Data analysis concerning the rational organization of economic analysis at the enterprises offers to follow an algorithm on implementation of analytical work. In this case it is necessary to follow such an algorithm: develop a plan of analytical work; clarify the purpose and objects of analysis; identify the responsible people and terms of solving certain issues; prepare materials for analysis, test them and analytically process them; identify and explore the factors and the causes of deviations of actual values to planned; identify the influence of factors on the performance and unused reserves; evaluate and summarize the economic activity of the enterprise; the results of the analysis draw by the order of the company [2, c. 161]

For analytical work at the diagnosis of an enterprise it is advisable to apply such methods of financial and economic analysis: analysis of absolute figures, horizontal and vertical analysis of the balance and ratio analysis.

The analysis of absolute indicators allows to estimate the most important articles of reporting, having analyzed their dynamics in time.

Horizontal analysis of reporting is based on the comparison of development dynamics of balance sheet items and the report of profit and loss with the base year.

Vertical analysis allows to trace the dynamics of structural changes in data reporting.

The most important instruments of financial analysis are financial ratios, which represent a ratio of one accounting or financial index to another. To analyze the financial condition of the company using the ratios it is necessary to compare indicators of this year with similar indicators of previous years. This will help you to identify trends at the enterprise for each factor. Every company has the right to make their own analytic work system factors. However, we usually calculate four groups of indicators: the indicators of liquidity, financial stability, business activity and profitability.

So by using a specified complex analysis we can investigate both functioning of the enterprise as a whole and its separate departments, analyze the causal relationship between

economic performances of the company, build quantitative dependences between them, and predict the development of the company in the short term.

Such a comprehensive approach allows to achieve the goal with limited resources and real business opportunities, and to develop ways for achieving it in the case of developing programs for the analysis of products and each business unit of the company.

Development Methods of such applications require maximum use of potential possibilities of the enterprise and production reserves [1, 265].

Nowadays the analysis is not possible without the use of computers that allows to save time for calculations, improve the efficiency of work and increase the probability of analytical conclusions. Currently there are many different computer applications for solving different problems of mathematical programming. They can be used by all companies in the analysis. The most popular are processors spreadsheets. Analytical service of specific companies, depending on their internal capabilities and needs, can carry out the necessary calculations using such specialized software packages like “Galaxy”, “Fort: analyst”, “Project Expert Prof”, “Audit Expert Prof”, “Etalon “,” Statistica “,” Deductor “etc.

Therefore, the organization of analytical work provides a systematic study of all factors that affect the business, as well as determine the extent of such effects and their possible consequences. This systematic and comprehensive economic analysis requires proper organization and focused analytical work.

#### **REFERENCES**

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2. Shurpenkova R.K., Demko I.I. Foundations of Economic Analysis in the management of an enterprise // Regional Economics. - №3.- 2008. – p. 161- 166