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FINANCIAL CONTROLLING IN MANAGEMENT OF ECONOMIC PROCESSES ON INDUSTRIAL ENTERPRISE

Financial controlling as the functionally separated economic activity on an enterprise provides the actual and effective tactical and strategic administrative decisions.

It is scientifically important to underline the specifics of organization of the system of financial controlling, considering the features of functioning of productive enterprises. An external environment becomes more complex and dynamic, it requires from the management system the searching the ways of increase of reaction on the market dynamics and conduct of competitors. It is expedient to conduct the analysis of external environment and basic factors of influence (considering their correlation with the financial results of industrial enterprise) based on methods of SWOT (analysis of strengths and weaknesses, threats and possibilities of activity of enterprise), PESTLE (an estimation of influence of political, economic, public, technological, legal and ethics factors is on functioning of company).

The internal environment and estimation of financial potential of enterprise is to be analyzed using the methods of BCS (system of the balanced indexes), which provides the complex estimation of efficiency of functioning of enterprise on the basis of account of the most ponderable aspects of activity of enterprise (financial, marketing, productive and others like that), SNW (for the estimation of internal financial environment of enterprise by the study of him strong (S), neutral (N) and weak (W) of financial positions, that can become a sound base for the estimation of financial potential.

The creation of effective system of financial controlling of industrial enterprise is to be focused on costs management, because of specifics of resources consumption. It is reasonable to use the functionally-cost approach for the adequate system of costs planning, which enables to find the reserves of reduce of costs-value based on their analysis and classification, increase of competitiveness of products accordingly.

The function of control of costs could be provided through the system of standard-cost as method which consists of setting of norms of cost by elements and articles, their account in the process of functioning of enterprise, analysis of deviations and clarification of calculation.

The next important practical task of costs management of productive enterprise is the optimization of supplies. We consider most adequate to use the methods of MRP (planning of materials requirements), which consists of two stages: 1) determination of volumes and terms of finished products; 2) time and resources estimations for implementation of productive schedule. It will allow to decrease the volume of supplies, increase of their circulating and save financial resources. Such scheme can prevent the production delays caused by the lack of

materials, and decrease risk of failures in deliveries. It is possible to use the method of XYZ with the purpose of optimization of supplies also. This method foresees grouping of raw material (materials) on three classes depending on evenness of their consumption in a production.

The active use of methodology of logistic in the process of forming of the system of financial controlling will provide full realization of competitive edges of the productive system by its operative adaptation and reacting to the changes of the market and creation of the complex computer-integrated system of adjusting of material, finance and information flows. It provides maximally accessible quality of products deliveries. Thus development of the effective system of logistic (due to creation of the own specialized subdivision or through outside logistic operators) will optimize the volumes of supplies, and, as a result, save the costs which could be reinvested.

Thus, it is expedient to focus on an effective management of costs and supplies, optimizations of structure and renovation of the fixed assets, adjusting of the system “suppliers-enterprise-clients” using of the newest methods of analysis for providing the forming of the reasonable system of financial controlling on an industrial enterprise. That will provide the increase a competitiveness of products, improve of financial results of industrial enterprise and increase its value.

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