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For scientists, scientists, students, graduate students, representatives of business and public organizations and higher education institutions and a wide range of readers.

## **ANALYSIS OF UKRAINIAN ENTERPRISES BUSINESS ENVIRONMENT QUALITY**

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The business environment is a set of all external and internal factors that affect the business. Keep in mind that external and internal factors can influence each other and work together to influence business. For example, the legal act on labor protection is an external factor that affects the internal environment of economic activity. In addition, some external factors are beyond the company's control. These factors are often called external constraints. In this study, we will look at some key environmental factors[8,9,11,12,13,16,18,19,20,].

The main idea of this research is to improve the existing methods of assessing the quality of the business environment of enterprises, based on the application of the proposed indicator of weighted quality of the business environment.

The business environment helps to identify business opportunities, use useful resources, helps to plan and improve the overall efficiency, growth and profitability of the business. There are different types of business environments, such as micro-environment and macro-environment. The business environment is the most important aspect of any business. The forces that shape the business environment are its suppliers, competitors, the media, government, customers, economic conditions, investors and many other organizations.

The business environment is a complex, dynamic, unpredictable set of factors that affect the activities of the enterprise and connects many economic entities: the enterprise itself, its competitors, suppliers, contact audiences, intermediaries and consumers. Understanding and analyzing the business environment is strategically important for the successful development of the company, it allows managers to focus on the priorities of future development in a highly competitive environment, the struggle for each client and ultimately profit.

In general, it is formed in Ukraine, but is characterized, on the one hand, by significant penetration into economic issues of the state and government, and on the other - their weak interest in the existence of a civilized, efficient and effective economic environment[5,6,7,10,14,15,17,21,22].

In this regard, it is urgent to understand both the state and business entities that transparent business has great advantages and prospects, its mastery is a difficult path, but carries invaluable experience and skills in difficult and adverse conditions.

In recent years, the study of the quality of the business environment has acquired a new character. This, in particular, can be explained by the high popularity of such field of research as a behavioral economics. Given this and recent research, we proposed to conduct such an analysis not by standard methods, but by analyzing four key areas for any company:

1) assessment of external influence by consumers (through the Consumer Sentiment Index)

2) assessment of market impact on enterprises (through the Economic sentiment indicator)

3) assessing the effectiveness of public administration (through the index of economic freedom)

4) assessment of external macroeconomic impact (through balance of payments indicators)

This method, to our opinion, on the one hand covers as much as possible all the factors that scientists call system-forming in the formation of the business environment, and on the other hand makes such an analysis as clear as possible not only for professionals.

Conclusions of the calculation according to the proposed method of comprehensive assessment of the business environment of enterprises:

1) the quality of the business environment has been growing steadily throughout 2019, reaching a peak at the end of the year;

2) the third quarter of 2020 turned out to be the worst;

3) trends in the quarterly change in the quality of the business environment in 2020-2021 are quite similar;

4) the quality of the business environment at the end of 2021 reached the value of the conditionally "pre-crisis" 2019, but still has not returned to the maximum values for the last 3 years.

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