

4. ECONOMY AND ENTERPRISE MANAGEMENT

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RESTORATION OF ECONOMIC GROWTH OF THE ENTERPRISE

The article is devoted to the research of economic growth of an enterprise by analysis and detection of threats. The author presents an algorithm for the recovery of economic growth by the example of a trading company. This algorithm will provide an opportunity to exit the crisis state of the enterprise and maintain the economic activity of the economic entity.

In the context of the current financial crisis, the study of the financial and economic condition of an enterprise and the search for ways of economic growth is very important. Management of economic growth of an enterprise is based on the study of relations in the field of the internal and external environment of the economic entity. In the conditions of the uncertainty of the present, which are constantly changing under the influence of the global financial and economic crisis, the enterprise should be considered as an open system that constantly interacts with individual elements of the environment: other enterprises, banks, organizations belonging to socio-political and economic institutions. The mechanism of management of economic growth of economic entities requires a set of interrelated actions that form a systematic approach, in particular: management at all stages of production, that is, management of goals, tasks in accordance with a defined mission; identification of the problem, awareness of the need for its solution, diagnosis,

control, monitoring, and decision on the need to ensure financial security of the economic growth of the economic entity.

The main problems identified in the study of restoration of economic growth of economic entities that exist in the current financial and economic crisis are: lack of awareness of the need to restore economic development of the enterprise; insufficiently knowledgeable staff on economic development issues; lack of understanding of the mechanisms of economic development; there is no clear management system for restoring economic growth of the enterprise, the only method of managing economic growth of enterprises; not timely tracking of external and internal factors of influence. The author analyses the main indicators of the profitability of the trading enterprise of PAT "TODEF", which show a separate part of the needs of economic growth. So, it is found that overall the profitability of the company has a tendency to increase. The following indicators mainly influenced the improvement of the company's profitability: return on equity (assets) at a net profit, return on equity, return on production assets and the economic growth sustainability rate.

To increase the economic development of an enterprise, it is necessary: to reduce the cost of production by finding new suppliers; cover payables at the expense of accounts receivable; to increase own capital at the

expense of production diversification and an increase of own capital.

The author presents an algorithm for the restoration of economic growth by the example of the trading enterprise PAT "TODEF". To the structure of the proposed model we include: information about the object that needs to be restored; awareness of the fact of the threat; awareness of the need for protection; creation of the theory of economic

growth of enterprises; understanding of mechanisms of economic development of enterprises; analysis of enterprise development mechanisms; control over the process of restoring the economic growth of the enterprise. This algorithm for the recovery of economic growth will provide an opportunity to exit the crisis state of the enterprise and maintain the economic activity of the economic entity.