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PROVIDING SOLVENCY OF COMPANIES

Under the impact of economic and financial crisis, in conditions of political instability the rates of production volumes become significantly lower. The companies activity decline. Investment processes slow down or cease. Therefore, the necessary condition for further functioning of companies is maintenance of their solvency to ensure effective execution of their liabilities within the set deadlines [3].

The problem of solvency dedicated work of both domestic and foreign prominent scholars: M.F. Bertonesha, I. A. Blanca, V. A. Havrylenko, V. M. Glazunov, A. A. Yefimov, J. J. Zhuravlev, E. R. Jonah, V. D. Kovalev, R. N. Knight, N. Y. Nusinova and other scientists.

Under the solvency of the company, we believe it should be understood the company's ability to pay its obligations for the costs that have arisen and require immediate repayment of money from existing bank accounts or in cash [1].

To maintain solvency of a company it is necessary that monetary assets conform to the needs of daily payments. To maintain solvency of a company in conditions of crisis, financial managers have to, first of all, balance the movement of funds and to restore profitability of the main type of production [2].

Balancing of movement of funds becomes possible when incoming and outgoing cash flows of the company are in conformity. It is necessary to adhere to funds saving policy and direct free funds only to production goals. In addition, it is necessary to rationally use resources and try to increase the products sales system. In crisis period, the urgent issues are the increase of the products quality and efficiency of labor. Financial activity of companies decreases due to the difficulties of obtaining credit. Therefore, it is necessary to optimize the structure of capital and terms of engaging personal and loaned funds in this period [2].

To sum up it is worth mentioning that financial and economic crisis affects economic activity of companies. Efficient marketing policy, evaluation of payment operations, investment of free funds into assets and rational use of invested resources can provide solvency and competitiveness of a business entity and its further development. In addition, a company should rationally solve long-term and short-term management tasks at a current stage of economy development.

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