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FINANCIAL STRATEGY AS A TOOL FOR CORPORATE DEVELOPMENT

The article systematizes key goals and estimates the possibilities for corporate financial stability.

The given analysis allows us to formulate some conclusions:

1. To ensure a high level of financial stability the effective use of financial resources, investment activity, commitment, normal liquidity are required. Financial stability is essential to ensure financial obligations. Today a plenty of companies are below the normal level of financial stability.

2. Effective use of financial and material resources depends on the precipitation of the volume of current assets, funding ratio stabilization, debt ratio reducing, increase of autonomation of resource, the low level of usage of the owned assets. Current assets turnover increases mainly due to off-balance sheet items. The growing debt ratio and resources relatedness are common.

3. The liquidity level depends on the raising of liquidity ratio, increasing of current ratio and coverage ratio. If liquidity is reduced, coverage ratio decreases as well. Complicated state of liquidity exacerbates payment and billing situation.

In the process of elaboration of approaches for the economic regulation of development, it is necessary to change the methodological approach by moving from the formulation and justification of the main directions of the future changes to the careful analysis of disbalances, disintegrative tendencies that prevent economic development activation.