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FINANCIAL POTENTIAL AS BASIS OF FORMING COMPANY PROFITS

Financial potential is one of the main factors that determines the business, its efficiency, scale and profit. The higher it is, the more competitive and attractive investment is enterprise. In this regard, one of the basic characteristics enterprises in modern conditions is their financial potential. Therefore, in the context limited access to different sources of funding and the lack of financial resources, it becomes apparent topicality of the work.

The article reviewed and substantiated the theoretical basis of the essence the financial potential of the enterprise. Defined by its impact on the formation the profits of the enterprise. Proposed method of determining the level of financial potential of the enterprise and ways to manage them.

We analysed the main problems to be solved for achieving sustainable financial potential. The main directions the activities of the enterprise on this issue and made conclusions regarding their advantages and disadvantages. Made in the article, suggestions are theoretical

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