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## **THE MAIN ASPECTS OF STRATEGIC MANAGEMENT OF EXTERNAL FUNDRAISING IN ENGINEERING ENTERPRISES**

Engineering enterprises are complex economic systems. Their activity is very dependent on adequate funding due to the capital intensity of production. Now, most engineering companies of Ukraine are in crisis. This can be explained to the unstable economic and political situation and the lost a market share. Most scientists consider that external borrowings should involve in a short term. But the subordination of external fundraising goals to the business strategy of Engineering enterprise will help to provide the funds necessary for the long term. So it is really important to implement the strategic management of external fundraising

General management tasks of raising funds are to ensure proper funding of the engineering company in the short and long term and to meet all current and strategic tasks.

The company can use external fundraising only if exercised their internal reserves. Because uncontrolled using of borrowed resources increases the risk of insolvency and reduces the market value of the company, falls resource efficiency, and can occur bankruptcy.

Strategic management of external fundraising should start with an analysis of consumer needs engineering company. Because it affects the methods and forms of financing company chooses. The needs of consumers affect the timing and amounts of fundraising. Alternatives of raising funds need to be focus on the basic parameters – the amount of fundraising, time, cost and risk.

Properly built mechanism for strategic management of external fundraising will help to organize the operational phase in order to achieve the main goals of raising funds – to improve financial performance and increase market position of engineering enterprise for future periods.

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