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**INVESTIGATION OF THE STRUCTURE
OF EQUITY AND PECULIARITIES OF ITS FORMATION**

In the article the essence equity company. The basic theoretical aspects of the equity of the company. Characterized the basic functions of the equity of the company. The structure of its own capital and its types. The main problem equity management company. Equity is an enterprise embodied in current assets and non-current funds, the main objective of which is the establishment and development of the company, it is one of the most important objects of financial and management accounting and financial analysis are the subject company and is the main source of financing of business enterprises. Effectively used and generated equity company acts as the key to maintaining normal financial condition. Increasing the share of equity company leads to a positive trend impact on the company's business. In turn, the high proportion of debt capital enterprise requires additional costs and reduces the liquidity of the balance sheet, increases the level of financial risk. Equity is the basis for the development of economic activities of any company, it is one of the most significant and important performance because it: a financial basis for the introduction of the new enterprise; the greater the level of equity, the higher the creditworthiness of the company; the greater the level of equity, the better protected the company from internal and external factors affecting its activities; used to finance operating and investment company, and for repayment of loans; ensure that the management of production factors and assets of the company; forms the basis for the trust of the consumers of products or services. However, it should be noted that the study trends of equity management aims to increase the scale of the enterprise, ensuring profit maximization requires further research.

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