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FACTORS INFLUENCING THE FORMATION AND EFFECTIVENESS OF ENTERPRISE CASH FLOW

In the financial crisis, special attention should be paid to the cash management business. On the one hand, the need to ensure maximum revenues over time, and the other – the most efficient use of money means that an enterprise. It is therefore important to identify factors that influence the formation of the cash flows of the company. During the study found that the list of factors considered can be combined into a single group financial factors that form the "financial cycle" of the enterprise. All factors are combined into a group, are quite numerous and diverse. Their impact on the enterprise cash flow is evident in operating, investing and financial activities. The need to consider the impact of these factors strongly requires the formation of volume and operative information base.

For each company, great importance is the selection of potential buyers and determination of the terms of payment products provided for in the contract. The selection is carried out through informal criteria: compliance payment discipline in the past, projected financial capacity of buyers to pay his output level of the current solvency level of financial stability, economic and financial conditions of the enterprise products (glut degree of need for cash. It is necessary to carry out continuous uniformity and synchronization monitoring the formation of positive and negative cash flows can be used for this method of comparing time series and graphical method. In addition, cash flow risk exposures on enterprise performance are very high. Therefore, the main highlight cash flow risks, their classification and assessment methods and ways of eliminating or

minimizing their effects are mandatory elements of the cash management business.

In acute shortage of funds formation and management of cash flows for the effects of all the above external and internal factors are most important task for financial management. Investigation of these factors to assess external opportunities and internal cash flow reserves forming enterprises in the development of policy management.

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