

## **MANAGING FINANCIAL FLOWS AT THE ENTERPRISE**

### **Анотація**

*Дана робота розглядає важливість управління фінансовими потоками на підприємстві для забезпечення його фінансової стабільності та успішності. Автор аналізує основні аспекти управління фінансовими потоками, такі як планування, контроль та оптимізація, і висвітлює їх вплив на фінансову діяльність підприємства. Зазначається, що ефективне управління фінансовими потоками дозволяє підприємству адекватно реагувати на зміни у ринкових умовах та досягати стратегічних цілей.*

**Ключові слова:** управління фінансовими потоками, планування, контроль, оптимізація, фінансова стабільність, конкурентність, підприємство.

### **Abstract**

*This paper considers the importance of managing financial flows in an enterprise to ensure its financial stability and success. The author analyzes the main aspects of financial flows management, such as planning, control and optimisation, and highlights their impact on the financial performance of the enterprise. It is noted that effective management of financial flows allows an enterprise to respond adequately to changes in market conditions and achieve strategic goals.*

**Keywords:** financial flows management, planning, control, optimisation, financial stability, competitiveness, enterprise.

### **Introduction**

Scientific research on the management of corporate financial flows began to develop only in the second half of the 20<sup>th</sup> century. At the same time, management was mainly reduced to solving individual tasks and did not provide a comprehensive overview of the processes of formation, distribution and use of capital flows at enterprises [1, p.9].

Management of financial flows within the enterprise is one of the aspects of effective financial management that affects the stability and success of the enterprise. This issue is especially relevant in today's competitive market environment, where effective management of capital flows determines the competitiveness of the company. The article describes the main aspects of controlling financial flows at enterprises and their impact on business activities

### **Research Results**

The movement of financial flows is initiated by an economic system of any level in the course of its functioning. It is financial flows that transform the financial resources formed in a certain way into purposeful movement characterized by a positive or negative result for this economic system. Thus, financial flows as a dynamic form of financial resources movement are manifested at the micro-, meso-, macro- and, meso-, macro- and global levels [2, p. 3].

Financial flows in an enterprise include payments and receipts of cash from various sources, such as sales of goods or services, investments, loans, etc. Effective management of these flows requires careful planning and control over their movement.

Firstly, cash flow planning involves determining the expected expenditures and receipts for a certain period of time. This allows the company to adequately assess its financial needs and develop strategies to meet them. For example, to forecast in advance the working capital requirements to ensure uninterrupted production or to calculate the necessary costs for the development of a new product.

Secondly, control over financial flows involves systematically tracking their movement and comparing actual figures with planned ones. This allows you to identify deviations in time and take corrective measures to avoid financial problems. For example, if actual expenses are higher than planned, it may be necessary to revise the budget and take measures to use resources more efficiently.

In addition, effective management of financial flows also includes the rational use of financial instruments, such as loans, investments, and optimization of contractual terms with counterparties. For example, favorable lending terms can help a company secure the liquidity it needs in the short term.

In summary, managing a company's financial flows is a complex and multifaceted process that requires consistency, analytical skills and the ability to make important financial decisions. Effective management of these flows not only ensures the financial stability of the company, but also helps it to develop and achieve its strategic goals.

### Conclusion

Cash flow management plays an important role in ensuring the financial stability and success of a company in a competitive market environment. Through effective planning, control and optimization of financial flows, companies can flexibly respond to changes in internal and external circumstances, ensure optimal use of resources and achieve strategic goals. Proper management of financial flows should be viewed as a strategic tool that contributes to the stable development of enterprises and market competitiveness.

### REFERENCES

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