

ANNOTATION

Holod M.M. Management of financial strategy of the enterprise (on example of LLC "Irena Co"). - Manuscript.

Research work for obtaining qualification level "Master" specialty 8.03050801 "Finance and Credit". – I. Pul'uj. Ternopil National Technical Univerisity - Ternopil, 2015

The object of the research is the financial activity of LLC "Irena Co".

The aim of the thesis is to study the laws and principles of the financial mechanism of the enterprise, assessing the effectiveness of financial activity, elaboration and substantiation of proposals for optimizing current financial strategy.

Research methods. Theoretical and empirical research methods (systems analysis, analogy, abstraction, specification, simulation), and specific methods (formalization, hypothetical method, theory creation) were used in the work.

Thesis is devoted to theoretical and practical aspects of financial management strategies and financial balance of the company.

Research work presents technical and economic characteristics of LLC "Irena Co." and a retrospective analysis of the institution. Position of LLC "Irena Co." in matrix of financial strategy was determined. Ways to improve strategic financial planning were offered and analysis of Christmas decorations market was conducted.

Keywords: financial strategy, financial management strategy, financial balance, strategic planning, financial strategies matrix, algorithm of financial strategy choice.