

ANNOTATION

Nowicka Y.S. Research reserves maximizing profit enterprise in modern conditions (for example, SE "Kremenetskiy forestry"). - Manuscript.

Research on education and qualification of Master degree 8.03050801 "Finance and Credit" - TNTU Ivan Pul'uj. - Ternopil, 2015.

The object of study - the results of financial and economic activity SE "Kremenets forestry" for 2010 - 2014 years.

The aim of the study is to develop a master and study proposals for finding reserves of profit maximization entity in the modern world.

Methods - statistics; economic and mathematical; economic and logical, comparison, detail, grouping, average and relative values, horizontal and vertical analysis, margin analysis; graphical method.

In the master's work covers theoretical and practical aspects of the formation and distribution of profit, profitability defined SE "Kremenetskiy forestry". The mechanism of the formation and distribution of profits. Displaying calculate basic indicators of the efficiency of the company.

The characteristic activity of "Kremenetskiy forestry" by its economic evaluation of production potential, analysis of property and financial performance. Determined stability of the financial condition and liquidity and calculated business activity. The level of profitability SE "Kremenetskiy forestry". A reserves by increasing the efficiency of construction management model of strategic profit. Grounded effectiveness of the proposed measures. The survey results used in financial and economic activity SE "Kremenetskiy forestry".

Keywords: income, expenses, financial results, profitability, SWOT-analysis.