

ANNOTATION

Medynska L.V. The mechanism of development of the system of crisis prevention on the enterprise (on example of PJSC "YAR"). - Manuscript.

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

The object of the study is indicators of financial condition PJSC "YAR".

The aim of the thesis is to identify the main factors of bankruptcy origin and the development of organizational and economic mechanism for crisis prevention on the enterprise, as well as recommendations for its implementation.

Research methods. The methodological and theoretical basis of the study is logical and dialectical methods of phenomena and processes cognition in the modern world and national economies; conceptual provisions of modern economic theory; methods of analysis, synthesis and comparison analysis; method of system analysis; tabular and graphical methods as well as financial and economic analysis of business enterprises activity.

In the master's work the theoretical basis of the research of enterprise crisis condition is studied; diagnostics of key indicators of financial and economic condition of the enterprise was conducted; ways of improvement of financial performance in terms of crisis prevention in the enterprise were offered; crisis prevention models in the enterprise were built.

Conducted analysis of financial condition indicates very successful financial and economic activity of the enterprise.

Enterprise was offered the following ways to strengthen financial condition: production costs reduction; improvement of cash flow management in the company; implementation of economically sound stock norms; conduction of market research to identify closely located suppliers; mechanization and automation of materials-handling operation in stocks; storage system expanding; usage of long-lasting relations between enterprises; acceleration of scientific and technological progress; improvement of forms of production.

The efficiency of PJSC "YAR" in the agricultural market was studied. It should be noted that the level of competition of enterprises is enough high, since enterprise is higher than the average in the industry for many indicators.

There was offered a structural-functional model of optimization of crisis prevention process in the enterprise using standard IDEFO that optimizes performance of financial and economic activity to appropriate management solutions which help to reduce probability of bankruptcy of the entity and protects the company from unexpected changes and various external factors.

Keywords: *crisis. mechanism of ensuring crisis condition, crisis situation, bankruptcy, financial condition, diagnosis of bankruptcy, financial and economic activity.*