

development. It also helps to choose the best option for the company's future development. We learned about the types of financial analysis and how it works and for what purpose. Therefore, we can conclude that financial analysis will always be an important and effective tool for managing a company.

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#### MAIN ASPECTS OF THE NATIONAL ECONOMY PROGRAMMING

Programming of the national economy can be supervised as a phenomenon in the system of state regulation of the economy. It was initiated in world practice in the middle of the 20th century. France and Japan were the first to take this path. The essence of programming in the system of state regulation of the economy consists in: analyzing the state of the national economy and drawing up a generalized forecast for the future; determination of the most rational variant of economic development from the state's point of view; development and implementation of measures to achieve the set goals [1].

The objective necessity of programming is determined by the following factors: the presence of the need for deep and relatively quick structural transformations of the national economy; insufficient efficiency of purely market mechanisms or their underdevelopment. The main tasks of programming – as a form of state regulation of the economy – are to maintain economic balance, influence the qualitative

transformation of the economy, and stimulate the development of the economy. The goal of state programming is to achieve an economic development option acceptable to the state.

Programming as a form of state regulation has the following specific features: it is a special way of state intervention in the economy, which does not eliminate the spontaneity of the movement, but only corrects it; it is an element of the modern market organization of the economy, since the state does not manage market agents, but only guides them in their behavior and mainly ensures their independence; the basis of programming is structural regulation (from the point of view of the object of programming and from the point of view of the method – selective influence); programming as a form of influence on the economy is systematic and complex, that is, it covers all spheres of factors and stages of reproduction [2].

Programming is a process of orientation of the economy introduced by the state through regular and complex influence on its structure in accordance with the option of socio-economic development within the framework of the market mechanism. According to the level of problems as objects of the programs, the following are distinguished in this way: large-scale complex programs (complex program of scientific and technical progress in the national economy; program for solving the most important social problems); development programs of the most important links of socio-economic development (housing program for the concept of raising the standard of living).

Programming as an element of state regulation of the economy has become the most widespread in the practice of state regulation of the economy of the USA, Canada, France and Japan. The resource development program of the Tennessee River, developed in the USA in the 1930s, became widely known. The development programs of the Northern regions were developed and implemented in Canada. A number of national programs were developed in Japan, the most famous of which are the «Technopolis» and «Plan for the Reconstruction of the Japanese Islands» programs [1].

Targeted, complex programs occupy a special place in the system of state programs. A complex-targeted national economic program is a directive, targeted planning document in which a complex of economic, technical-economic,

scientific-research, technical-production, organizational-economic measures is defined by resources, executors and deadlines. As a rule, many industries, economic bodies and regions take participation in this process, which allows – with joint efforts – to solve the national economic problem.

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#### **RETAIL MARKET TRENDS IN UKRAINE**

Analysing retail market trends is important for understanding changes in consumer demand and business development in the face of constant market dynamics. It helps to identify new opportunities and challenges faced by companies in the industry, to make informed decisions and implement strategies for successful market operations.

By analysing the retail market, it is important to consider the circumstances of 2022. Figure 1 illustrates that retail volume increased in 2019-2021; due to the circumstances of 2022, the volume decreased compared to the previous year, but exceeded the value of 2020. Such dynamics indicate stable growth of the retail market in stable conditions and potential for development, at the same time indicating a significant impact of the political situation in the country on the retail market.

The Covid-19 pandemic has been the first major factor to affect the stability of the retail market globally over the past five years [2]. Not having time to return to the usual rhythm of life, the domestic economy suffered even more. All these events were the main turning points in the formation of market trends. Many retailers have changed their development strategies. Although retailers have now