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FACTORS INFLUENCING THE BUSINESS ACTIVITY OF THE ENTERPRISE

In the modern conditions of the functioning of economic entities, the analysis and evaluation of financial and economic activity have acquired great importance. One of the prerequisites for ensuring the efficiency of the enterprise's activity is a high level of business activity, therefore it is important to assess the state of the enterprise in this direction and look for ways to improve the activity.

An important stage in the analysis of the level of business activity is the determination of the main factors affecting the activity of the enterprise in its environment.

In general, this type of analysis is quite widespread. It is used by financial managers, analysts, accountants to solve various tasks. It can be assessment and prediction of financial risks, planning of financial strategies, valuation of assets, etc [2].

Factors influencing business activity can be divided into external and internal.

The enterprise cannot influence the action of external factors, therefore it is necessary to take into account the risks of the external environment and develop an effective mechanism for reducing their impact. Internal factors directly affect the enterprise and characterize its activity.

In particular, the parameters of internal business activity include [1, p. 88]:

1) the image of the enterprise in the environment, its competitive position on the market – the purpose of activity, qualifications of management and personnel, the speed of adaptability to changes;

2) principles of activity – the concept of the main activity, labor stimulation, diversification of production;

3) marketing strategy and sales system – market segmentation, product promotion tools, advertising policy;

4) financial management – financial condition, efficiency of resource use, profitability of activity;

5) social activity – participation in solving socially important issues, for example, reducing the level of unemployment, forming social infrastructure, environmental protection activities of the enterprise, etc.

External factors influencing the level of business activity of the enterprise include [1, p. 90]:

1) factors of the international level, which combine general economic factors, the influence of international politics and competition – the volume of foreign economic turnover, inflow of foreign investments;

2) national, containing political – relations with other countries in the political environment, economic – level of economic development of the state, inflation rates, tax policy, level of population income, demographic factors – birth rate, death rate, population depopulation;

3) market – availability of competitors, availability of necessary resources in the markets, economic ties with market participants, conditions for entering the market;

4) technological factors – the level of technology and technology, the development of scientific and technical progress, the introduction of innovations, the specific weight of science-intensive industries and products;

5) natural and climatic factors – geographical location, environmental conditions, natural conditions, etc.

Therefore, the factor analysis of the business activity of the enterprise is important in identifying problematic aspects in the management of the enterprise and will make it possible to find reserves for increasing the level of activity of the enterprise.

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RISK MANAGEMENT IN THE ECONOMIC SECURITY SYSTEM OF THE ENTERPRISE

Economic security of entrepreneurship is a necessary principle that should be observed in order to maintain a stable economic and social situation, increase defense capability, and avoid conflicts that are a threat to the security of the state. Economic security as a system provides effective protection of enterprise assets, reliable functioning of economic processes, liquidation and minimization of financial losses.

The concept of "economic security" was initially considered as a reliable protection of information (commercial secrets), but due to changes in the country's economic functions, this term acquired a broader meaning.

Currently, the economic security of the enterprise can be considered as the state of the company's resources and business skills, in which stable work, dynamic scientific-technical and social development, as well as the possibility of prevention or rapid response to internal and external threats can be used most effectively [1].

The main activity in economic security is the minimization of the influence of internal and external threats of financial, informational, material and personnel origin.

Economic security aims to ensure the efficient operation of the company. The operating system of this enterprise should be productive and ensure the appropriate level of well-being of employees, high quality of business processes, rational use of resources and continuous development of the company [1].

Company managers usually pay due attention and take seriously the external economic security of business. However, due to the application of simple and