

Analysis of the Financial and Economic Activities of a Commercial Enterprise and ways to Improve it

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ABSTRACT: One of the important conditions for successful enterprise management is the assessment of its financial and economic activities. Recently, the role of financial analysis has changed significantly. The activity of each economic entity has become the subject of attention of various participants in market relations, who are also interested in the results of its activities. Based on the available data, they can assess the financial position of the enterprise. In market conditions, the main method for assessing the state of the economy is financial analysis. With the help of financial analysis, you can study the financial resources of each company taken.

KEYWORDS: financial stability, liquidity, solvency, business activity, analysis.

Relevance of the topic: Elimination and identification of shortcomings in the financial activities of the enterprise, as well as ways to improve its condition, is the main goal of the analysis. An important element of financial management is financial analysis. Most users use the evaluation of financial analysis to make various decisions. The main users include: shareholders, investors, as well as company executives, and so on. The relevance to the chosen topic lies in the fact that on the basis of the analysis the prospects for the development of the enterprise are determined, it is possible to draw conclusions about how efficiently the enterprise works and what measures need to be taken to improve it.

Analysis of the financial - economic activity of the enterprise connects accounting and management decision-making. Accounting information is processed in the process of analyzing financial and economic activities: the results of the enterprise are compared with the results of other enterprises; the impact of various factors on the results of economic activity is determined; shortcomings, mistakes, unused opportunities, prospects and others are revealed. Comprehension, understanding of information is achieved through the analysis of financial and economic activities. On the basis of all this, management decisions are developed. Economic analysis gives impetus to making decisions and actions, justifies them and is the basis of scientific production management, increases its efficiency.

The purpose of the study is to analyze the financial and economic activities of the enterprise LLC «Accountant» and ways to improve it.

In accordance with the goal of the article, the following tasks are solved that determine the structure of the work:

- to study the theoretical foundations of the analysis of the financial and economic activities of the enterprise, in particular, the content, tasks, principles of analysis;

- to study the information base for assessing the effectiveness of the financial and economic activities of the enterprise;
- consider indicators and methods of financial analysis;
- to analyze indicators of financial stability, liquidity and solvency, profitability, business activity on the example of «Accountant» LLC;
- develop recommendations and proposals for improving financial and economic activities.

The object of the study is LLC «Accountant».

The subject of the study is the efficiency of the financial and economic activities of the enterprise LLC «Accountant».

Theoretical significance of the results of the study.

The theoretical basis of the study will be the works of well-known domestic scientists and economists on the issues of assessing the financial and economic activities of an enterprise, namely Savitskaya G.V., Kovalev A.I., Berdnikova T.B. and others on the topic of analyzing the financial and economic activities of the enterprise, as well as the Internet and data on the activities of «Accountant» LLC.

Practical significance of the research results.

The practical significance of the work lies in the development of practical recommendations for improving the financial and economic activities of «Accountant» LLC.

The task of analyzing the liquidity of the balance sheet is to assess the creditworthiness of the enterprise, that is, its ability to fully pay off its debts on time.

Analysis of the liquidity of the balance sheet consists in comparing the funds of the asset, grouped by the degree of their liquidity and arranged in descending order of liquidity, with the liabilities of the liability, grouped by their maturity and arranged in ascending order of terms. The grouping of assets according to the degree of liquidity and liabilities according to the maturity of payments is presented in Table 1.

Table 1. Grouping of assets according to the degree of liquidity and liabilities according to the maturity of payments

| Assets | | Passive | |
|------------------------------|--|------------------------------|--|
| A1. Most liquid assets | Cash and financial investments. | L1. Most urgent obligations | Accounts payable |
| A2 Quick Selling Assets | Accounts receivable and other assets. | L2. Short-term liabilities | Short-term loans, loans and other short-term liabilities |
| A3. Slow selling assets | Subsection "Inventories" section II, except for the line "Deferred expenses", as well as the article "Financial investments" from section II of the balance sheet. | L3. Long-term liabilities | Long-term credits and loans |
| A4. Difficult-to-sell assets | Articles of section I "Non-current assets" | L4. Permanent liabilities or | Articles of sections III |

| | | | |
|--|--|-------------|----------------------------------|
| | | sustainable | liabilities of the balance sheet |
|--|--|-------------|----------------------------------|

The balance is considered "absolutely" liquid if the following ratios take place.

$$A1 > L1;$$

$$A2 > L2;$$

$$A3 > L3;$$

$$A4 < L4.$$

These four groups allow you to build the main coefficients that can be used to assess the solvency and liquidity of the enterprise.

More detailed is the analysis of the solvency and liquidity of the enterprise using financial ratios. The analysis calculates year-end figures and compares them with previous years. The actual value of the coefficient may vary.

The main activity of the company is accounting activity:

- development of accounting policy of the enterprise;
- calculation of taxes;
- compilation of accounting and tax accounting registers, formation of books of purchases / sales;
- preparation of external financial statements to the IFTS, extra-budgetary funds, statistical accounting bodies;
- protection of the interests of the enterprise in the IFTS, off-budget funds, statistical accounting bodies;
- analysis of business contracts in accounting and tax aspects;
- analysis of mutual settlements with debtors/creditors;
- advice on taxation;
- coordination of the work of accounting staff (setting tasks and control);
- assistance in automating, setting up and maintaining records in the 1C program, working in the Client-Bank system;
- organization of electronic submission of reports.

Accounting service.

Accounting services are a full range of accounting services that cover all the needs of an enterprise in high-quality business management without creating its own accounting service. The full complex includes accounting and tax accounting, preparation and submission of reports, provision of consultations, and in more detail, the following:

- choice of taxation system;
- setting up accounting documents and internal administrative documentation;
- accounting of primary documentation (invoices, acts and invoices for the implementation

and expenses of the enterprise);

- accounting of fixed assets and inventory items;
- payroll calculations;
- accounting of expenses with accountable persons;
- preparation of ruble payment documents;
- accounting of ruble payments, accounting of currency payments;
- formation of accounting records for all business transactions;
- preparation and submission of reports.

Solving one-time accounting problems, namely:

- restoration of accounting;
- preparation and submission of accounting and tax reporting;
- preparation and submission of personal income tax and personalized accounting in the FIU;
- organization of reporting in electronic form via telecommunication channels;
- consultations on the choice of a taxation system at the stage of registration of an enterprise;
- assessment of possible tax consequences of concluded contracts and others.

Conclusion.

The main purpose of the analysis is to timely identify and eliminate shortcomings in financial activity, and, consequently, to find ways to improve it.

The analysis of financial and economic activity affects different aspects of the financial life of the enterprise. The analysis makes it possible to significantly increase the efficiency of the enterprise, as well as guarantee the prospects for its development. With its help, development trends, factors influencing the result of activity are studied.

In accordance with the goal and set in the thesis, the following tasks were studied:

- considered the theoretical foundations for assessing the effectiveness of the financial and economic activities of the enterprise, in particular, the content, objectives, principles of analysis;
- studied the information base for assessing the effectiveness of the financial and economic activities of the enterprise;
- indicators and methods of financial analysis are considered;
- the analysis of indicators of financial stability, liquidity and solvency, business activity was carried out, on the example of LLC «Accountant»;
- recommendations and proposals were developed to improve the financial and economic activities of «Accountant» LLC.

The analysis of relative indicators of financial stability shows a positive stable dynamics of

the coefficients.

An analysis of profitability indicators shows that in 2021, profitability indicators have worsened.

The analysis of the absolute liquidity indicators of the balance sheet of «Accountant» LLC shows that all indicators are satisfactory.

Analysis of the financial solvency ratios of «Accountant» LLC showed that most of the indicators correspond to the recommended value.

In the process of writing the work, it was possible to determine that the evaluation of efficiency is due to the following indicators: profit, profitability, liquidity, solvency and business activity.

In the work, an analysis was made of the financial and economic activities of the enterprise LLC «Accountant».

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