

PLANNING FINANCIAL PERFORMANCE HUNGARIAN ENTERPRISE

Veresne Dr. Somosi Mariann

University of Miskolc, Faculty of Economics, Hungary

With the development of market economy finances are the main type of resources, namely their limitations begins to limit production. In this regard, largely, the role of financial planning, changing its meaning both in companies and throughout the financial system. Financial Planning in Today's reproductive process is intended to ensure the appropriate volume and the structure of financial resources and choosing the best areas of their distribution on the basis of financial analysis, which is a method for assessing and forecasting the financial condition of the organization.

Financial Planning - a science-based process of identifying the sources of creation and uses of financial resources in the economy of the enterprise in order to ensure sustainable development. The smallest impact on financial planning is expansion.

Financial planning forms the ways and means to achieve the financial goals of the company. In general, the financial plan - a program that needs to be done in the future. Successful implementation of the financial plan company contributes an effective systematic monitoring of revenues and expenditures. The purpose of monitoring is to facilitate the mobilization of all the plan assets and spend them on the stipulated requirements. Monitoring the implementation of the financial plan is carried out by analyzing the reports for the month, quarter, year.

Profitability is the relative performance of financial performance and efficiency of the enterprise. Profitability - a factor important characteristics of the environment of formation of profit and turnover. When analyzing the cost effectiveness of production are used as a tool for investment policy and pricing.

The new product range also has significant influence, but it is much less than the development of new distribution channels. Industrial enterprises are recommended to implement the following measures aimed at improving the profitability of their activities:

- reduction of component materials by optimizing the operating mode , gain work in search of cheap sources of raw materials;
- dismantling and disposal of main and auxiliary equipment, as non-economic further operation to reduce maintenance costs, including the number of industrial personnel;
- continued practice repairs on their own, thus reducing service contractors;
- abandonment of the practice of short-term loans to commercial banks in the current period;
- enhancement products work with consumers in terms of increasing the percentage of implementation of the released product.

The importance of financial planning in industrial plants due to the fact that in a market economy, entrepreneurs can not achieve sustainable success if they are not clearly and effectively plan their activities continuously collect and accumulate information as a condition of target markets , position them competitors, and the own perspectives and opportunities.