

**Author's methodology of
financial management for
Ukrainian entrepreneurs by
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The essence of the methodology:

combining the owner's personal finance strategy with managing the financial performance of the business for the most effective aggregate result

I am sure that competent financial management has a great social effect



Issues that are solved by the implementation of the methodology:

balance of private finances of the business owner and finances of his business



What amounts of money and when can I withdraw from my own business without loss to operations?

How exactly do you need to form financial settlements with your own business?



What are the conditions for providing financial assistance to businesses and investing?

How to evaluate the effectiveness of investments in your own business?



How to choose and plan an effective and safe tax burden for business?

How to organize tax security for your own wealth and have no restrictions on your plans abroad?



The causes of the methodology:

- A significant drop in the marginality of finished products, goods and services in almost all markets and sectors of the economy;
- High cost of borrowed funds;
- Market glut and sharp growth in entrepreneurship;
- Lack of mutual understanding between business owners and financial professionals;
- Large-scale marketing promotion of the idea of acquiring a course on financial literacy for a business owner will solve relevant issues in his company;
- Lack of general financial literacy of the population, culture of paying taxes, cost optimization and accumulation of start-up capital;
- Mixing individual professional competencies into the duties of one specialist (accountant, economist and financier);
- The focus on cost optimization has led to a totally understaffed staff, which, in turn, led to the fact that maintaining full-fledged operational accounting became physically impossible



How technique solves the above problems:

- Financial planning is not in itself, but in a competent combination of the defined goals of business owners and optimal budgets for the company's operational, investment and financial activities;
- Efficient use of available business resources minimizes the need to attract borrowed funds, increases the turnover of own funds;
- The focus of financial planning is based on the implementation of the company's strategy (capturing the market, or improving the quality of the product, or capitalizing assets, or maximizing dividend payments), which accelerates the achievement of results by itself;
- Transparency and universality of financial goals, common to all top management of the company, increases mutual understanding and team spirit;
- In-depth implementation of financial strategy and operational financial planning, which will provide not only an understanding of financial management to the team and management, but also teach in practice to use the results;
- Financial synergy and promotion of educational programs aimed at a common perception of financial management from the perspective: world, country, family, me;
- The implementation of the methodology affects all areas of financial management, as well as economics, accounting and taxation, thereby distributing responsibility among individual parts of the finance department;
- The focus of the methodology on specific indicators significantly optimizes the implementation of operational accounting and internal financial analysis, because it minimizes the list of control points and concentrates on the main thing – the implementation of the strategy.





**We work for victory!
Everything will be Ukraine!**