

Список використаної літератури:

1. Лойко Д.М. Формування конкурентних переваг швейних підприємств як чинник підвищення рівня їх економічної безпеки /Д.М. Лойко // Economics, Management, Law: socio-economic aspects of development»: Collection of scientific articles. - Edizioni Magi, Roma, Italia. 2016. P.184-187.

ECONOMIC SECURITY FASHION COMPANY

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Nowadays the state of functioning and development of Ukrainian garment enterprises is quite complicated. This is the case owing to a number of problems typical for light industry in general, leading to security threats for the above mentioned companies.

The government is one of the most significant factors determining the formation of economic security of an enterprise. By using direct and indirect methods of intervention, the government affects the economic and social development.

Today the main threats to economic safety of garment companies are: uncontrolled privatization; bankruptcy of inefficient enterprises that can't withstand the market, particularly due to unfair competition; a significant amount of "gray" import of readymade garments from Asian countries.

Nowadays the Ukrainian light industry is a powerful diversified complex of manufacturing consumer goods. It provides approximately 150 thousand jobs. This socially important sector is aimed at the end user. The light industry companies can potentially produce a variety of products that can satisfy all the demand of the domestic market. Industry enterprises, located in all regions of Ukraine, hold in themselves about 7% of the total number of industrial potential of the industry and 2.4% assets.

Analysis of statistical data makes it possible to see that the state of crisis in the industry, including the processing industry began in 2012. The rate of production decline of processing industry and industry in general in 2015 reached the maximum values of 87.4 and 87.0% respectively. The overall decline within textile production, clothing, leather and leather goods and other materials by 2015, compared to 2014, was 6.6%, in 2014 ,compared with 2013, - 4.5%; in 2013 ,compared to 2012, - 0.7%, in 2012, compared to 2011, - 14.2% (Table 1).

Table 1

The pace of industrial development, in % (by the previous year)

	2011 p.	2012 p.	2013 p.	2014 p. ¹	2015 ¹
Industry	108,0	99,5	95,7	89,9	87,0
Processing industry	109,6	98,0	92,5	90,7	87,4
Textile production, clothing, leather, and other materials	107,6	93,4	94,1	98,6	92,0

¹ Excluding the temporarily occupied territory of the Autonomous Republic of Crimea and Sevastopol and the zone of the antiterrorist operation.

The slowdown in industrial production of domestic enterprises, including garment ones, was due primarily to the following factors:

- Strengthening of the negative impact of the world financial crisis, resulting in the companies being unable to get short-term loans for the replenishment of liquid capital to purchase raw materials, auxiliary materials and spare parts;
- Implementing a simplified tax system that created unequal conditions of competition in the market of the country and leads to downsizing of large enterprises;
- The increase of import of these goods, including those imported by smugglers, and lowering of toll prices;
- Underdeveloped marketing system, forcing domestic producers to resort to tolling contracts;
- The lack of specialized production equipment for the production of clothing and spare parts, etc.

According to statistics a light industry classification was formed by the type of products they produce according to the classes of Classification of Economic Activities (Table 2).

Table 2

Classification of light industry by type of products they produce by NACE classes

Group/ Class	Name of economic activities and the explanations for them	Number of enterprises on 1.01.2015
14.1	Production of clothes, except fur This group includes the production of clothes from any materials, including those covered, impregnated or rubberized.	730
<u>14.11</u>	Production of clothes made of leather This class includes: Production of clothing made of leather or composite leather and its substitutes, including items of working leather clothing (such as leather aprons for welders)	38
<u>14.12</u>	Production of working clothes	189
<u>14.13</u>	Production of other outerwear This class includes: production of other types of outerwear clothing made from textile fabrics, knitted fabrics, nonwovens, etc. for men, women and children: coats, costumes, sets, jackets, dresses, pants, skirts, etc.	373
<u>14.14</u>	Production of underwear This class includes: Production of underwear and nightwear made of textile fabric, knitted fabric, lace etc. for men, women and children: shirts, shirts, pants, shorts, pajamas, night shirts, dressing gown, blouses, petticoats, combinations, bras, corsets, etc.	45
<u>14.19</u>	Production of other clothes and accessories This class includes: Production of clothing for babies (including socks), sports and ski suits, swimwear etc. Production of hats and other headwear Additions to the production of other clothes, gloves, belts, shawls, neck scarves, ties, hair nets, etc.	85

The current state of enterprises in the industry is characterized by the presence of intense competition, the need to respond flexibly to ambiguous changes of the situation in the market. A significant part of the Ukrainian market is occupied by light industrial products from China - 50%, Turkey - 23%, Vietnam - 8%, Italy - 4% and others - 12%, the share of domestic products is 3%.

DIAGNOSIS OF ECONOMIC SECURITY: THEORETICAL AND PRACTICAL ASPECTS

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Enterprise in the ordinary course of business is not a cycle. After a period of growth in a stage of stabilization of the company, but it does not necessarily lead to its further decline. If there are more businesses opportunities for further growth as a result of various events, then it goes to the next round of development. The higher level of economic security due to the use of all resources, the greater the company's ability to counter threats to the environment since formed its ability to neutralize the impact of these changes.

Demonstrate how research, the concept of economic security, according to some Ukrainian scientists, contains all components of national security, which equates these concepts. That suggests that the content of the two concepts is identical and equally they can use when performing tasks and scientific and applied nature. The concept of economic security is treated as a complex multifactorial category that describes the ability of the national economy to expanded reproduction with the aim of balanced needs of the population of the state at a certain level, the prevention and removal of threats and negative consequences of their impact.

The main stages of the life cycle of each company is growth, stabilization and decline. This is because in the course of business enterprises undergoing constant exposure to large amounts of external and internal factors. If a company by its existing resources can counteract these influences, its economic security is high. Accordingly, the downward trend in the level of safety characterizes the inability to effectively counter the threats of their activities.

A necessary condition for protection of companies and stimulator of its transition to a new cycle of development is to overcome major problems due to the capabilities of diagnostic procedures of economic security. Where a company has a poor state system of economic security, the stabilization phase gradually passes into decline due to the accumulation crisis trends and, consequently, lead to termination of operation of the market.

In the first stage of diagnosis, an analysis of economic and financial activity in recent years. The analysis added to expert opinion, to determine indicators that are negative trends change. The second stage - calculation of integral index of economic security. To increase the information content about the state of economic security, the