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**Y. Y. KOZLOVA, N. G. SIKETYNA****PROFIT AND PROFITABILITY OF THE ENTERPRISE - ACCOUNTING-ANALYTICAL ASPECT**

The economic essence of the concept of «profit» and «profitability» of the enterprise is considered. Profit is the part of the revenues remaining after covering all expenses for production and non-productive activities, serves as a means of reproduction and an important motive for realizing such activity of the enterprise in the current and prospective period. Modern accounting and analytical provision of profit management is in the process of systematization and structuring of information generated by accounting and economic analysis systems in order to use and distribute financial results of an enterprise. The accounting of financial results of the enterprise is considered, namely the reflection by the debit and the credit of the result from the operating activity, the calculation of the tax on profit, the write-off of the profit tax on the financial results and the reflection of profit in the accounting of the enterprise. In the analysis of production, profitability indicators are more complete than profit, characterizing the final results of management, because their magnitude shows the ratio between available and used resources. The indicator of profitability reflects the ratio of company profits and factors that are prerequisites for its occurrence. Accounting allows you to calculate a large number of indicators of profitability, so they need to be systematized in the analytical groups in order to streamline and ensure optimality in the conduct of analytical procedures. The approaches to the estimation of profitability and ways of its increase are analyzed. Proposed increase in profitability of the enterprise as a result magnification production volumes and reduction of all expenses. In order to obtain the maximum strategic effect of the enterprise, the enterprise should effectively use the profit received in past periods and conduct accounting policy.

**Keywords:** analysis, accounting, profit, profitability, enterprise, financial result.

**Ю. Ю. КОЗЛОВА, Н. Г. СІКЕТІНА****ПРИБУТОК І РЕНТАБЕЛЬНІСТЬ ПІДПРИЄМСТВА – ОБЛІКОВО–АНАЛІТИЧНИЙ АСПЕКТ**

Розглянуто економічну сутність поняття «прибуток» і «рентабельність» підприємства. Прибуток – це та частина витрат, яка залишається після покриття усіх витрат на виробничу і невиробничу діяльність, слугує засобом відтворення та важливим мотивом здійснення саме такої діяльності підприємства в поточному та перспективному періоді. Сучасне обліково-аналітичне забезпечення управління прибутком полягає в процесі систематизації та структурування інформації, який генерується системами бухгалтерського обліку та економічного аналізу, з метою використання та розподілу фінансових результатів підприємства. Розглянуто бухгалтерський облік фінансових результатів підприємства, а саме відображення за дебетом і кредитом результату від операційної діяльності, нарахування податку на прибуток, списання податку на прибуток на фінансові результати й відображення прибутку у бухгалтерському обліку підприємства. При аналізі виробництва показники рентабельності більш повно, ніж прибуток, характеризують кінцеві результати господарювання, тому що їх величина показує співвідношення між наявними та використаними ресурсами. Показник рентабельності відбиває співвідношення прибутку підприємства і факторів, які є передумовами його виникнення. Бухгалтерська звітність дозволяє розрахувати велику кількість показників рентабельності, тому їх необхідно систематизувати в аналітичні групи з метою впорядкування і забезпечення оптимальності при виконанні аналітичних процедур. Проаналізовано підходи до оцінки рентабельності та шляхи її підвищення. Зроблено висновки про трактування прибутку й рентабельності підприємства. Запропоновано підвищення рентабельності підприємства завдяки збільшенню обсягу виробництва продукції та зменшенню всіх статей витрат. Для отримання максимального стратегічного ефекту діяльності підприємства підприємство має ефективно використовувати прибуток отриманий у минулих періодах й проводити облікову політику.

**Ключові слова:** аналіз, бухгалтерський облік, прибуток, рентабельність, підприємство, фінансовий результат.

**Ю. Ю. КОЗЛОВА, Н. Г. СІКЕТІНА****ПРИБЫЛЬ И РЕНТАБЕЛЬНОСТЬ ПРЕДПРИЯТИЯ – УЧЕТНО-АНАЛИТИЧЕСКИЙ АСПЕКТ**

Рассмотрена экономическая сущность понятия «прибыль» и «рентабельность» предприятия. Прибыль - это часть выручки, которая остается после покрытия всех расходов на производственную и непроизводственную деятельность, служит средством воспроизведения и важным мотивом осуществления именно такой деятельности предприятия в текущем и перспективном периоде. Современное учетно-аналитическое обеспечение управления прибылью состоит в процессе систематизации и структурирования информации, генерируемой системами бухгалтерского учета и экономического анализа, с целью использования и распределения финансовых результатов предприятия. Рассмотрен бухгалтерский учет финансовых результатов предприятия, а именно отражение по дебету и кредиту результата от операционной деятельности, начисления налога на прибыль, списание налога на прибыль на финансовые результаты и отражение прибыли в бухгалтерском учете предприятия. При анализе производства показатели рентабельности более полно, чем прибыль, характеризуют конечные результаты хозяйствования, потому что их величина показывает соотношение между имеющимися и использованными ресурсами. Показатель рентабельности отражает соотношение прибыли предприятия и факторов, которые являются предпосылками его возникновения. Бухгалтерская отчетность позволяет рассчитать большое количество показателей рентабельности, поэтому их необходимо систематизировать в аналитические группы с целью упорядочивания и обеспечения оптимальности при выполнении аналитических процедур. Проанализированы подходы к оценке рентабельности и пути ее повышения. Сделаны выводы о трактовке прибыли и рентабельности предприятия. Предложено повышение рентабельности предприятия благодаря увеличению объема производства продукции и уменьшению всех статей расходов. Для получения максимального стратегического эффекта деятельности предприятия предприятие может эффективно использовать прибыль, полученную в прошлых периодах и проводить учетной политике.

**Ключевые слова:** анализ, бухгалтерский учет, прибыль, рентабельность, предприятие, финансовый результат

Introduction. Top priority task and an important tool in any study for the processing of information and the adoption of effective decisions based on it is the consideration of accounting and analytical providing.

Literature Survey. Many scholars-economists are engaged in studying issues relating to the profit and profitability of the enterprise's business, including M. P

Bets, O. V. Melen, A. S. Andriyash, S. D. Suprun, A. A. Vasilenko, O. V. Korotkevich, M. V Titov.

The purpose of the article is to study the accounting and analytical aspect of profit and profitability of the enterprise.

Problem statement. Functioning of the enterprise, regardless of the form of ownership and type of activity, in a market condition is determined by its ability to bring

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a sufficient amount of profit. In the activities of any enterprise, the financial result plays an important role, since it depends not only on the future enterprise, but also on the state. Profit serves as a motive and source of enterprise activity. The enterprise drives all production factors - capital, labor, natural resources - to create a product, its subsequent realization and receipt of profit. After all the profit it is a significant factor in stimulating the economic activity of the enterprise and the motivation to increase its volume [2].

However, profits show only the absolute effect of the enterprise, without considering the expedient use of resources; it is precisely because of this it needs to be complemented by an indicator of profitability, which characterizes the level of profitability of the enterprise.

Results. Activity of enterprises irrespective of the form of ownership and branch affiliation, aimed at receiving revenues, the volume of which can cover all expenses of the enterprise and will promote further development of production. In modern conditions, the role of forming measures to increase the profitability of an enterprise is increasing.

In condition of market economy, profit is the main indicator by which one can assess the economic activity of an enterprise, since it contains all income and expenses. Profit is the part of the revenues remaining after covering all expenses for production and non-productive activities, serves as a means of reproduction and an important motive for realizing such activity of the enterprise in the current and prospective period [2, p.68].

Profit submits a signal about where the money invested will be more cost-effective, which is why it is the most important factor in stimulating entrepreneurship.

Profit management is one of the main practical aspects of effective management of the enterprise, which is a complex process covering a series of successive stages, including the formation, distribution and use of profits in order to realize the strategic objectives of the enterprise, the growth of market capitalization and ensuring economic development. The method of calculating the company's profit most often:

- net profit is calculated as the difference between income (revenue) from the sale of products (goods, works, services) and indirect taxes, fees, discounts;

- profit (loss) is determined by deducting from the net income from the sale of products (goods, works, services) the cost of sold products (goods, works, services);

- profit (loss) on operating activities is defined as the difference between the algebraic sum of gross profit (loss), other operating income and administrative expenses, expenses on sales and other operating expenses;

- profit from ordinary activity is defined as the difference between the profit from ordinary activities before taxation and the amount of taxes on profits [2].

The basis of the information of profit management is the accounting data, through which the analysis, forecast and planning of financial indicators are carried out. It should be noted that the accounting and analytical provision of profit management is the process of systematization and structuring of information generated

by accounting and economic analysis systems for the purpose of using and distributing financial results of an enterprise.

In accounting, profit is treated as a part of equity, and is used as the main valuation indicator for effective management decisions. As an economic indicator, profit represents the difference between the sale price and the cost of production, between the amount of revenue received and the amount of production costs and its implementation.

To the current state calculate two types of profit:

- 1) accounting (accounting), this is defined in Form no. 2 «Statement of financial results» as the difference between income and expenses.

- 2) taxable (tax), which is determined in the tax accounting and is reflected in the income statement.

To the accounting of financial results assigned an account 79 «Financial results», which summarizes the information on the financial results of the enterprise.

Account 79 «Financial results» is intended for accounting and generalization of information about financial results of the enterprise from usual activity and extraordinary events. According to the loan 79 «Financial results», the amounts are shown in the order of closing the accounts of income accounts, by debit - the amount in the order of closing accounts of expenses accounting, as well as the appropriate amount of accrued income tax. According to the loan 79 «Financial results», the amounts are shown in the order of closing the accounts of income accounts, by debit - the amount in the order of closing accounts of expenses accounting, as well as the appropriate amount of accrued income tax. Account balance at closing debited to account 44 «Retained earnings (uncovered losses)».

On sub-account 791 «Financial result from the main activity» is defined profit (loss) from the main activity of the enterprise. The subaccount credit is the sum of the proceeds from the sale of finished goods, goods, works, services and other operational activities (accounts 70 «Revenues from sales», 71 «Other operating income»), in the amount of debit - the amount in the order of closing accounts accounting for the cost price of finished ended products, goods, works and services; administrative expenses, expenses on sales, other operating expenses (90 «Cost of sales», 92 «Administrative expenses», 93 «Sales expenses», 94 «Other expenses of operating activity»).

On sub-account 792 «The result of financial operations» is determined by the profit (loss) from financial operations of the enterprise. Under the loan, the subaccount shows the write-off of the amount in the order of closing the accounts of income from participation in capital and other financial income, by debit - the write-off of financial expenses from accounts 95 «Financial expenses» and 96 «Loss from participation in equity».

On sub-account 793 «Result from other usual activity» profit (loss) is determined from other usual activity of the enterprise. The loan account shows the write-off of the amount in the order of closing the accounts of income from investment and other usual activities of the enterprise, by debit - the deduction of expenses from the account 97 «Other costs». On the

subaccount 794 «Result of Emergencies» the profit (loss) from the extraordinary events is determined. Under the loan of a subaccount is the write-off of income received from extraordinary events, by debit - the write-off of expenses from extraordinary events recorded in the account 99 «Extraordinary expenses».

Thus account 79 «Financial results» includes the following sub-accounts: 791 «Main activity result»; 792 «The result of financial transactions»; 793 «The result of another ordinary activity»; 794 «Emergency Result».

Those enterprises that use only class 8 accounts, «Expenses on Elements», sub accounts of account 79 debit in correspondence with credit accounts 23 «Production», 26 «Finished goods» and other accounts of class 2 «Stocks», as well as Credit Class 1 Accounts «Non-current Assets» and Class 3 «Funds, Settlements and Other Assets». The procedure for determining profit is given in Table 1.

Table 1 - Accounting for financial results

Business transactions	Debit	Credit
The result of operating activities	79	90,92,93,94
Income tax	981	641
Income tax is written off for financial results	79	981
Reflection of profit	79	441

Profitability of the enterprise is directly connected with the receipt of profit. But it cannot be identified with the absolute magnitude of the profit, because profitability is the level of profitability, which is measured in percentages or coefficients.

Indicators of profitability more fully characterize the final results of management than profit, because their value shows the ratio of the effect of the capital invested; they are used as tools of pricing and investment policy. This problem is devoted to many scientific papers of domestic scientists who studied the assessment of profitability and ways to improve it. However, there is no unanimous opinion among the authors regarding the proposed system of indicators and methods of analysis of profitability.

In the paper «Theoretical Aspects of Profitability Determination» Suprun S.D. considers profitability as one of the main important performance indicators that more accurately reflects the final results of the activity [3].

Vasilenko A.O. in the «Planning of profitability of production» interprets profitability as a state of activity, when during the period of income of the enterprise compensate the incurred expenses and allow creating and accumulating profit [4].

Indicators of profitability comprehensively reflect the efficiency of production (operational), investment and financial activities of the enterprise and correspond to the interests of participants in the economic process. The level of profitability indicators is influenced by many

factors that reflect the various aspects of the enterprise. Of course, positive factors contribute to increased profitability. By adjusting the size of the factors, taking into account their interconnection, it is possible to achieve the desired level of profitability.

Profitability of the main activity can be increased due to the growth of their income by increasing the volume of sales, argues in his work Korotkevich O.V.

Profitability is an indicator of profitability of an enterprise and characterizes the efficiency of the investment capital, disposal of material and cash. Measured used a system of relative indicators that characterize the efficiency of the enterprise in general. For any enterprise for the successful further development it is necessary to study the ratio of the volume of production to the costs and profits. To do this, it is necessary to identify and measure the effect of factors on indicators that affect profitability. Important in the work of the company is the search for growth reserves of profitability and the development and justification of measures for the use of identified reserves.

Indicators of profitability are important for the characteristics of the components of the formation of profits and income of the enterprise. When analyzing production, profitability indicators are used as an investment policy and pricing tool. They are more complete than profit, characterizing the final results of management, because their magnitude shows the ratio between available and used resources. Indicator of profitability reflects the ratio of company profits and factors that are, in fact, the prerequisites for its occurrence. Accounting allows you to calculate a large number of indicators of profitability, so they need to be systematized in the analytical groups in order to streamline and ensure optimality in the conduct of analytical procedures [5, p. 32-41].

Possible income comparisons with the factors influencing it result in a set of profitability indicators that differ not only from tasks to be resolved but also from the profitability indicators used in calculating profitability. As the latest in domestic practice, traditionally used net profit, gross profit and operating income. The measure of the profitability of a company's operations most precisely determines the indicators of profitability, which characterize the level of return of costs or the degree of use of available resources in the process of production and sale of goods, works and services.

It is necessary to take a number of measures to ensure the competitiveness of products in order to enter the European market. [6]

The increase in the profitability of an enterprise largely depends on the growth of net profit, which remains at the disposal of the company after paying taxes. After all, in a market economy, net profit is the basis of economic and social development of the enterprise.

Therefore, in order to increase the profitability of an enterprise, it is necessary to increase profits. Such work may be performed by the following methods:

- to increase the volume of production and sales of goods, works, services;

- to take measures to increase the productivity of their workers;
- to reduce expenses for production (sale) of products;
- to reduce production (sale) cost, including financial resources;
- to use at the disposal of the enterprise with the maximum return potential;
- competently to build contractual relations with suppliers, intermediaries, buyers;
- to be able to deploy (invest) the profit previously obtained in terms of achieving optimal effect.

Conclusions. Profit of an enterprise is an important economic category. That is the main and final goal of all enterprises.

Therefore, it is very important to take into account all factors and factors of further development in developing a strategy for increasing the profitability of the enterprise for a complete and well-founded determination of profit.

In order to improve the profitability of an enterprise, it is necessary to increase and expand production volumes and reduce all items of expenses, to reduce the cost of production; to orientate on the market and improve the quality of its products; to develop measures for increasing labor productivity at work; to build concerted contractual attributes; be able to effectively use the profit received in past periods to get the maximum effect.

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