

**THEORETICAL APPROACHES TO MANAGEMENT OF FIXED ASSETS OF THE
ENTERPRISE
(ТЕОРЕТИЧНІ ПІДХОДИ ДО УПРАВЛІННЯ ОСНОВНИМИ ЗАСОБАМИ
ПІДПРИЄМСТВА)**

Theoretical approaches to the management of fixed assets in the context of increasing the efficiency of their use are investigated. It is determined that investments in fixed assets lead to an increase in production capacity and labour productivity. Strategies for improving the efficiency of the use of fixed assets and the factors affecting them are considered.

Key words: *fixed assets, management strategy, depreciation.*

Досліджено теоретичні підходи до управління основними засобами в контексті підвищення ефективності їх використання. Визначено, що інвестиції в основні засоби призводять до збільшення виробничих потужностей та продуктивності праці. Розглянуто стратегії підвищення ефективності використання основних засобів, та фактори, що впливають на них.

Ключові слова: *основні засоби, стратегія управління, амортизація, виробничі потужності*

The relevance of this topic is that fixed assets are important resources for any enterprise that allow you to ensure the production of products or the provision of services. Increasing competition in the market, increasing consumer requirements for the quality of products and services, as well as increasing the cost of energy and resources, force enterprises to focus on increasing the efficiency of the use of their fixed assets. In addition, technological progress and the introduction of new technologies allow enterprises to reduce production and maintenance costs, as well as improve the quality and productivity of work.

For the successful functioning of any enterprise, effective management of fixed assets is necessary. Through the rational use of fixed assets, the enterprise can increase production volumes, reduce costs, etc.

When managing fixed assets, the following management approaches are used: functional, process, strategic, system, situational, and integrated [1].

Fixed assets are important components of the country's economic infrastructure, which provides reliable and sustainable support for production and investment. Fixed assets are an integral part of the assets of the enterprise and reflect its capacity and potential for production. Since the cost of fixed assets is high, their use requires significant costs for their acquisition and maintenance. Therefore, it is important to effectively manage these resources and ensure maximum use to achieve maximum profitability of the enterprise. The cost of fixed assets is an important indicator for manufacturing enterprises because it reflects financial investments in the equipment and infrastructure of the enterprise. In addition, the cost of fixed assets is an element for calculating various economic indicators, such as depreciation, profitability, gross domestic product and others. The volume of fixed assets affects the production capacity and the level of technical support for labour. Due to the limited service life, the cost of fixed assets should be distributed to expenses throughout all years of their operation. The two main reasons for the limited life of fixed assets are physical and moral depreciation. Physical depreciation is understood as a gradual loss by fixed assets of their original value, which occurs not only in the process of their functioning but also with their inaction. Physical wear occurs unevenly even on the same elements of fixed assets. Moral depreciation is a decrease in the cost of fixed assets under the influence of reducing socially necessary costs for their restoration or as a result of the introduction of new, more progressive

economically profitable fixed assets. Under the influence of these forms of moral wear and tear, fixed assets become backward in their technical characteristics and economic efficiency.

Full and rational use of fixed assets contributes to improving the financial and economic indicators of the enterprise: increasing labour productivity, increasing stock yield, increasing output, reducing its cost, and saving capital investments [2].

Improving the efficiency of enterprise assets can be critical to the long-term success of an enterprise. There are several strategies for improving the efficiency of the use of fixed assets, such as: conducting a detailed financial analysis, setting financial goals, increasing the efficiency of operating activities, investing in new equipment, prioritizing investment projects and implementing savings measures.

The efficiency of the use of fixed assets depends on several factors, such as the cost of fixed assets, the duration of their service, technical conditions, depreciation, etc. Therefore, it is important to have the proper technical condition, use the latest technologies, and properly plan and maintain fixed assets. Also, the company must quickly adapt to new conditions, and therefore, fixed assets must be ready for the new realities of the present. In all cases, the efficiency of the use of fixed assets is determined by how well they support and ensure the functioning of the enterprise.

References:

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