

## METHODICAL APPROACH TO BUILDING THE STRATEGY OF CRISIS MANAGEMENT IN CONSTRUCTION INDUSTRY

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Global financial crisis has affected the economy of the countries and led to sharp decline in production, as well as low investment activity. Most businesses, including enterprises of the construction industry, will come to an explicit or latent form of bankruptcy, loss of productive capacity, reduce of solvency. The system of crisis management measures can solve this problem.

At present time construction complex is going through unfavorable tendencies of the decrease in production and low investment activity. As a rule, low investment activity has negative influence on the financial and economic stability of the enterprises, that becomes the reason of non-payments.

The necessary changes of the unfavorable tendencies in developing the housing sphere are so big that exceed the adaptive abilities of existing system of city development management. In such situations there is a necessity to install the program mechanism into the management system of the region.

Among the existing criteria of forecasting the possible bankruptcy of the enterprise it is possible to distinguish the following :

- ◆ unsatisfactory structure of enterprise property, its current assets;
- ◆ slow turnover of enterprise means;
- ◆ urgency of returning the short-term loans in the situation of slow turnover of current assets;
- ◆ the tendency of replacing cheap loans (with low interest rates) by expensive (high interest rates) and their inefficient placement in assets;
- ◆ the presence of overdue liabilities and the increase of their share in the total sum of enterprise liabilities;

- ◆ significant sums of no payable debtor loans;
- ◆ the tendency of growing number of urgent liabilities in comparison to the changes of high liquid assets;
- ◆ the decrease in the value of liquidity coefficients;
- ◆ nonrational structure of attracting and placing the means, forming long-term assets at the cost of short-term means sources;
- ◆ losses reflected in balance.

The main task of strategic management of anticrisis processes is overcoming crisis situations. To solve this problem it is necessary to apply the algorithm of structural and morphological analysis that includes several blocks from complex analysis to accepting the strategy of future enterprise activity taking into account its life cycle.

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