

Basic directions of influence of supply chain performance indicators on overall financial performance of an enterprise are defined and basic attributes, which should be improved are identified. The supply chain scheme of LLC Distillery “Prime” are created and further ways of its optimization, which can lead to increasing of overall financial performance, are suggested. Regression analysis of operational profit dependence on supply chain costs was conducted and function for calculation of predicted numbers was built. Model of efficiency analysis oriented on financial performance was suggested and tested on the basis of LLC Distillery “Prime”.

Keywords: supply chain efficiency, financial performance, factors of influence, cash-to-cash cycle, order fulfillment cycle.

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1.

« » [6]

		2009 .	2010 .	2011 .
	010	0	0	0
	020	0	0	0
	030	0	0	0
	040	0	0	0
	050	0	0	0
	070	17	39	59
	080	17	39	59
	090	0	0	0

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, (040).

Brand Value Added TM[5].

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[5] :

$$R = R_f + \text{brendbeta}^{TM} * (R_m - R_f),$$

$R -$;

$R_f -$;

$R_m -$;

$brendbeta^{TM} -$, ,

(. 2).

2.

		,
1		0-10
2		0-10
3		0-10
4		0-10
5		0-10
6		0-10
7		0-10
8		0-10
9		0-10
10		0-10
11		0-100

Brand Value Added TM

50 , , ,

0

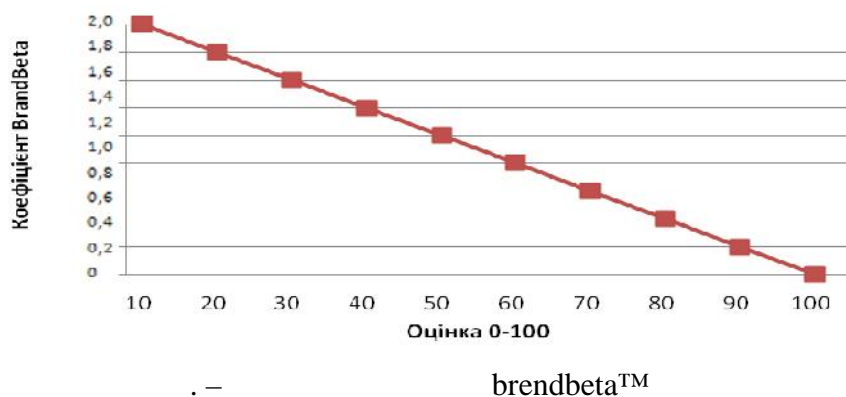
$brendbeta^{TM}$ (.) ,

$brendbeta$ [5].

$brendbeta$:

$$brendbeta^{TM} = 2 - 0,02 \times$$

Ось BrandBeta



brandbeta™

brandbeta™,

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(. 3).

3. « »

1	2	3	4
1		« » 15	10
2		« » « »	9
3		14% – « » 2011 .. Roshen - .	8
4		2010 2011 . 34,5%	7
5		« » 2011 85 . .., (28,5 . ..).	8
6		,	6

1	2	3	4
7		,	6
8		, , .	5
9		,	5
10		« » , , 20	10
11		.	74

14%,
23 %.

, BrandBeta

$$brendbeta^{TM} = 2 - 0,02 \times 74 = 0,52$$

:

$$R = Rf(14) + brendbeta^{TM}(0,52) * [Rm(23) - Rf(14)] = 18,68\%$$

« »

(),

(.4).

4.

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1	/	43782	43782
2	.	23 %	18,68 %
3	, . .	190356,5	234379
4	, . ..	234379 - 190356,5 = 44022,5	

« » , , 44022,5 . ..

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 , 2010 3. //
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 , 2001 5. - //
 , 2004 6. - http://www.smida.gov.ua/ -
 2011 , I.

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 - : « ». - 2013. - 24(997). - . 114-121. - .: 6 .
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The article assessed value trademarks of PJSC «AVK» and proposed to take into account the cost of trademarks in intangible assets, which will increase the value of the company as a whole and will provide an opportunity to generate additional income from the ownership of industrial property as a trademark.

Keywords: trademark, cost of the trademark, intellectual property, industrial property, intangible assets, company's value.

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