**DIAGNOSIS OF THE FINANCIAL CONDITION OF THE ENTERPRISE AS THE BASIS OF ITS ECONOMIC SECURITY**

**Problem setting.** The instability of the domestic economy necessitates quality and timely assessment and diagnosis of the financial condition of the entity, which will help determine the competitive advantages and production potential and contribute to the formation of an effective set of measures to strengthen the leading position of the entity in the market and ensure its financial stability.

**Recent researches and publications analysis.** Foreign and domestic economists, including M. Bedrynets, N. Voloshchuk, L. Dovhan, and V. Yevdokymova, play a very important role in resolving issues related to theoretical and methodological issues of financial condition and diagnostics, as well as the role of financial security M. Kravchenko, I. Ladunka, I. Lukyanenko, A. Matviychuk, V. Melnyk, T. Obushchak, O. Sosnovska, and others.

**Main objective of the article.** Research of the economic essence and theoretical bases of the financial condition of business entities, implementation of diagnostics and analysis, formation of the main directions of improvement on the example of PJSC "Zhytomyr butter factory".

**Paper main body.** The article analyzes various approaches to the disclosure of the concept of "financial condition" and the implementation of diagnostics of the financial condition to ensure the economic security of the enterprise. It has been proved that it is important to study the level of the financial condition in order to ensure the economic security and stable operation of the enterprise throughout the entire stage of activity.

**Conclusions.** The main measures, in our opinion, are actions to increase incoming cash flows, namely to promote sales revenue. However, to achieve revenue growth you need to pay attention to the volume of production or supply, sales and unit price of products sold. To increase sales, it is necessary to improve and intensify the sales policy of the enterprise.