
The Importance of Information about Cost Behavior to Increase Efficiency of Enterprise Management

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Abstract: The success of an enterprise reflected in the fair determination of its sales costs. The key factor here is that cost data is based on production forecasting and management. This article focuses on the formation of information for management decisions as a key factor in optimizing and reducing production costs. The impact of decisions on product costs has been studied as a key issue in identification and evaluation.

Keywords: cost management, cost reduction, cost behavior, cost accounting, cost dynamics, variable costs, fixed costs, management decisions.

Introduction.

In a market economy, the main task of any business entity is to meet social needs and maximize profits [1]. The real potential for these tasks is limited, on the one hand, by the level of consumer demand for manufactured products and, on the other hand, by production costs. There are two ways to solve the problem: increase sales and reduce production costs [5]. However, given the fierce competition and limited demand, the second option is the most preferred.

Under market conditions, an enterprise decides independently what product and how many products to produce for what purpose and how to use its available resources [2].

Maintaining a financial position requires management accounting, including cost optimization. The purpose of this optimization is not only to reduce costs, but also to increase the efficiency of the enterprise as a whole. In the process of enterprise management, managers pay great attention to all aspects of cost management, because the financial results depend primarily on effective work in this area [3].

Annual increase in the cost of raw materials, energy resources, marketing research, etc. k. there is an increase in the costs of enterprises due to the increase in value. Therefore, the formation of market relations requires the implementation of measures to manage production and sales costs, taking into account the specifics of the industry and existing national and international experience, which ultimately allows the company to operate in a competitive environment. Effective implementation, i.e. maximizing revenue, reducing costs, and generally achieving high economic enterprise performance.

Among the main challenges in creating an effective management accounting system in the enterprise are the correct selection and implementation of modern methods of formation and management of production costs, control over the level of production costs and product sales.

The Literature Review

According to economists, the specifics of the system of accounting and calculation of production costs determined by a number of technical, technological, organizational and

managerial features specific to certain types of production [4].

It should be noted that the calculation of production costs is one of the most time-consuming areas of accounting and management accounting, and the formation of fast and reliable information about production costs depends on the choice of cost accounting method [14-16].

In recent years, the economic literature on cost accounting has highlighted the specificity of organizations in various fields and the system of management accounting in them. Among the authors whose works are devoted to this problem are M. A. Vakhrushina, I. D. Demina, N. D. Vrublevsky, V. B. Ivashkevich, T. P. Karpov, S. V. Nikolaeva, V. F. Palia, S. A. Stukov, V. I. Tkach, A. D. Sheremet and others [13-18].

In addition, some authors have devoted their work to the calculation of individual production costs. Such authors are primarily M. N. Semikolenov, P. M. Lebedev, V. E. Kerimov, D. I. Ryakhovsky, I. V. Averchev, D. A. Popov, Y. M. Yevstafev, V. A. Ivlev, T. V. Popov should be included [12].

Research methodology.

The theoretical and methodological basis of the article is the integration of the rules of theory and practice of formation of production and sales costs in enterprises, as well as scientific publications.

Analysis and results.

The success of any enterprise operating in modern conditions determined by the achievement of goals and objectives that allow it to be competitive and maximize profits.

In the process of making management decisions, the management of the enterprise first determines the costs of production and sale of products, works and services, because the level of costs affects not only supply but also consumer demand. At present, a leading position can be due to the low cost of production, as well as the optimal combination of supply and demand, so the company needs constantly improve the resource management system.

Thus, the main principle of increasing the profitability of the enterprise is the optimization and effective management of costs. However, cost optimization is not only their reduction, but also their efficient and targeted use.

There are currently two approaches to studying the nature of costs: the economic structure of costs and financial [15-17].

From an economic point of view, the definition of the nature of costs stems from the theory of labor costs, according to which the costs of the national economy and the subjects of economic relations are the force or labor expended in the production of goods. In practice, costs include the use of certain limited resources: investments, fixed and working capital, and natural resources.

From a financial point of view, costs describe in monetary terms the amount of resources used to produce and sell a product for a given period and converted into the cost of production, work and services. Costs are a category of value that focused on the success of operations, the achievement of current and strategic objectives, and the implementation of business projects of business entities.

The need for effective cost management stems from direct involvement in the formation of direct financial results [11]. A necessary condition for the organization of the production process to make a profit and meet the interests of business owners is to provide it with raw materials, energy, materials, and labor resources.

In management accounting, cost is a means of increasing a company's efficiency and helping to plan and optimize production costs, i.e., identifying storage inventories [10]. In accounting, the main function of this indicator is to write off expenses. Production costs play an important role in production management.

Special factors should be considered when estimating the cost of producing goods, works, and services, and when planning costs. Costs can be divided into internal and external.

Internal factors include:

- Technical level of production related to the introduction of new technologies in the field of management and organization of production and labor, automation of production processes and the use of completely new raw materials;
- Timely detection of overheads, overspending on raw materials, materials and production, reduction and elimination of these losses is an important resource for cost reduction [9];
- Change the volume and structure of the product, the range, the composition and quality of raw materials used in production;
- The level of labor productivity, where the right ratio is required, the growth rate of labor productivity should be higher than the growth rate of wages;
- The system of use of fixed assets of the enterprise, scheduled maintenance and restoration of equipment established;
- Management structure, level of production specialization, etc.

External factors include the economic situation in the country, inflation, international relations, and changes in tax legislation, climatic conditions and seasonality [8].

Accurate costing and costing allow you to quickly manage costs and respond to changes in market prices and consumer demand.

Conclusions.

The success of an enterprise in a market economy depends on its level of competitiveness. Here, first, the presence of an effective cost management system has a big impact, because the company's revenue depends on costs. The ability to set up a cost management system in the company allows you to get the most out of your business.

The organization of the system of cost accounting and cost planning depends on the industry of the enterprise, the scale and characteristics of the organization of technology and production [7]. Therefore, it is necessary to introduce a system of planning and managing individual costs, taking into account the specifics of the enterprise.

Cost management is a system of measures to influence the management entity to achieve a certain economic result, increase the efficiency of the enterprise as a whole and make the necessary management decisions.

Object-enterprise costs in this system, the process of their formation and reduction [20-23]. Entities perform the most important management functions, not only collecting, processing and transmitting the necessary information, but also participating in the analysis, budgeting, monitoring processes, and developing business development strategies.

Thus, cost management is a continuous process of accounting, planning, analysis and control. Schematically, the cost management process shown in Fig 3.

The process of managing costs included in the cost of goods, works or services divided into four stages:

- In the first stage, cost information collected, identified and initially processed, followed by a cost analysis and identification of the reasons for deviations from the originally planned results of the achieved indicators [6];
- In the second stage, cost planning is carried out in the following periods, including decisions on the volume of production of certain types of products, their level of profitability and reasonable sales prices;
- The third stage involves the development of measures to optimize costs, identify storage reserves and find alternatives;
- In the final stage, the measures taken during the analysis and control will be implemented, which, depending on the correctness of the adoption, will have a positive or negative impact on the level of costs, and if negative, will eliminate the delay in the plan. It is necessary to take measures.

Cost management is a very complex and time-consuming process. At the heart of this process is an information function that ensures efficient cost accounting [19-22]. To do this, an enterprise must choose a particular technique as a basis for revising or implementing an existing cost management system aimed at increasing production efficiency and increasing competitiveness [24]. Complex cost management methods can be used to solve specific problems to maximize economic impact.

Measures that have a positive impact on cost levels can include improving production technology and raw material quality, revising assortment policies, reducing fixed costs, and more. As a result, the company receives an optimal plan for production and production costs, which takes into account the management decisions made. Thus, effective cost management has a positive effect on strengthening the financial position of the enterprise.

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