



## ANALYSIS OF THE FINANCIAL SITUATION OF AGRO-INDUSTRIAL ENTERPRISES IN THE DIGITAL ECONOMY

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### Abstract

The digital economy has become an important part of the modern economic system, which includes digital technologies, data analysis and innovative solutions. This economic environment has a significant impact on the financial situation of agro-industrial enterprises. The agro-industrial sector plays an important role in food production and supply, therefore its financial stability and competitiveness are necessary for the sustainable development of the economy. This article provides information on the analysis of the financial situation of agro-industrial enterprises in the context of the digital economy, their problems and opportunities, as well as the impact of digital transformation.

**Keywords:** digital technologies, economy, agro-industrial enterprises, production, processing, sustainable development, automation.

### INTRODUCTION

The concept of digital economy is aimed at managing and optimizing modern economic activities with the help of digital technologies. It includes the possibilities of data collection, storage and analysis, as well as automation of economic processes. The agro-industrial sector includes food production and processing. In the conditions of the digital economy, agro-industrial enterprises will have the opportunity to effectively implement their activities by introducing innovative technologies, analyzing data and automating production processes.

### MATERIALS AND METHODS

With the help of digital technologies, agro-industrial enterprises can optimize their production processes, reduce costs and increase profits. For example, with the help of smart agricultural technologies, it is possible to use resources efficiently, automate crop care processes, and optimize production processes. These processes play an important role in improving the financial condition of agro-industrial

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enterprises. When evaluating the financial situation of agro-industrial enterprises, it is necessary to pay attention to a number of key indicators. These indicators include factors such as revenue, expenses, profit, liquidity, profitability and financial stability. In the context of the digital economy, there is an opportunity to obtain more accurate and fast information with the help of digital technologies in the analysis of these indicators.[1]

The profit indicator is one of the main financial indicators of agro-industrial enterprises. It is formed through the proceeds from the sale of products. With the help of digital technologies, companies can analyze the price and demand of their products and develop effective pricing strategies. Selling products through e-commerce platforms can create new revenue streams for businesses. The cost indicator is important in assessing the financial condition of agro-industrial enterprises. In cost analysis, there are opportunities to identify and reduce waste in production processes with the help of digital technologies. Efficient use of resources through smart agricultural technologies can reduce costs. For example, water conservation technologies and automated feeding systems can dramatically reduce costs. Profitability indicators show the financial status of agro-industrial enterprises.[2]

## RESULTS AND DISCUSSIONS

With the help of digital technologies, businesses will be able to optimize their marketing strategies, explore new markets and improve product quality to increase their profits. By using digital marketing and social media, businesses can develop their brand. The level of liquidity shows the ability of the enterprise to meet its short-term obligations. With the help of digital financial tools, enterprises can constantly monitor their liquidity situation and make quick decisions when necessary. Prompt payments help increase liquidity. Profitability indicators show the extent to which the enterprise receives profit from its capital. In the conditions of the digital economy, agro-industrial enterprises will have the opportunity to increase profitability through the production of innovative products. Producing organic products and selling them on digital platforms can increase profitability. Financial stability is critical to the long-term success of agribusinesses. With the help of digital technologies, enterprises will be able to diversify their financial resources and manage risks. Through diversification strategies, businesses can maintain financial stability by producing and selling different products. Digital transformation has a number of positive effects on the financial situation of agro-



industrial enterprises. First, with the help of digital technologies, production processes are automated, which saves manpower and time. Second, through data analysis, enterprises can better understand market demand, which will increase the competitiveness of their products.[3]

In the conditions of the digital economy, it is necessary to search for innovative solutions to improve the financial condition of agro-industrial enterprises. Innovations such as smart agricultural systems, IoT (Internet of Things) technologies, and big data analysis enable enterprises to perform their activities more efficiently. With the help of these technologies, enterprises will be able to increase the efficiency of the use of resources, reduce costs and increase profits.[4]

It is necessary to develop a number of strategies to implement digital transformation in agro-industrial enterprises. Agro-industrial enterprises can optimize their production processes and reduce costs by introducing innovative technologies. Automation of crop care processes with the help of intelligent agricultural systems ensures efficient use of resources. By analyzing data, agro-industrial enterprises can study market demand and develop strategies to sell their products more effectively. Big data technologies and analytical tools play an important role in this process. By using digital marketing strategies, agribusinesses can develop their brands and attract new customers. Promoting products through social media and e-commerce platforms can help businesses increase revenue. Training and upskilling of workers is important in the process of digital transformation.[5]

Agro-industrial enterprises need to improve the skills of their employees by training them on digital technologies and innovative solutions. Agro-industrial enterprises can expand their activities and introduce innovative solutions by establishing cooperation with other organizations. In this process, cooperation between the state and private sector is of particular importance. There are also a number of problems in improving the financial condition of agro-industrial enterprises in the digital economy. First, the investment required to implement digital technologies can often be high, which poses challenges for SMEs. Secondly, the need to improve the skills of employees in the process of digital transformation is also an important issue. Many workers are not experienced in the use of digital technologies and this can affect their work performance. Also, issues of data protection and cyber security are of urgent importance in the digital economy. If agro-industrial enterprises do not take the necessary measures to protect their data, it can have a negative impact on their financial situation. Cyber attacks and data loss threaten the financial stability of an enterprise.[6]



## CONCLUSION

In the digital economy, it is important to analyze the financial situation of agro-industrial enterprises, to increase their competitiveness and ensure their financial stability. By introducing digital technologies, agro-industrial enterprises will be able to effectively manage their activities, produce innovative products and increase their competitiveness in the market. Analyzing financial indicators, studying the impact of digital transformation and searching for innovative solutions are important for the successful operation of agro-industrial enterprises. These processes help to further strengthen the financial position of agro-industrial enterprises and ensure their economic stability. The success of agro-industrial enterprises in the digital economy depends on their readiness for digital transformation and the ability to introduce innovative solutions. For the agro-industry sector, digital transformation is important not only to improve financial performance, but also to ensure overall economic stability.

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