

## **Methodological Aspects of Strategic Planning and Operational Management of its Own Working Capital**

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**Key words and phrases:** desktop model of economic behavior; economic potential; indicators of financial and economic sustainability; model factor analysis; ongoing financial needs; own current assets; working capital.

**Abstract:** The paper deals with the efficiency of system management technology of working capital, including the principles, functions and methods of optimization of the size and structure of own circulating assets, it should be defined by concrete indicators and the key indicators adequate to them regulated by corresponding specifications. The technique of definition of parameters standard base for the effective functioning of working capital on the basis of system research of elements of economic potential of the organization is offered. The authors develop the system of the interconnected key indicators of financial and economic stability of the organization within the limits of model of the factorial analysis taking into account the prior external and internal factors for the given period.