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## **ENSURING ECONOMIC SECURITY OF ENTERPRISES FOR THE PRODUCTION OF CLOTHING**

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In modern conditions the state of functioning and development of garment enterprises Ukraine rather complicated. This is due to a number of problems typical for light industry in general, leading to security threats above mentioned companies. One of the most significant influences on the formation of economic security has a state. By using direct and indirect methods of intervention, the state affects the economic and social development. Today the main threats to economic safety clothing companies in can be considered the following factors: uncontrolled privatization, bankruptcy of inefficient enterprises that can not withstand the market, particularly due to unfair competition, a significant amount of "gray" import of readymade garments from Asia.

You can select internal, external factors affecting the level of economic security clothing company. The internal factors include the following: market sector and product range clothing company, experience and relevant qualifications of management and staff, availability of appropriate communications for enterprise ownership, the proportion between equity and loan capital, innovation, industrial, indicators of financial condition, effective marketing activities, the level of innovation techniques and technologies used in the production process. The internal threats include the following factors: flaws in the manufacturing process, the shortage of funding, poor training personnel, poor management. The external factors that influence the level of economic security clothing company, include the following: stability of the economic situation, competition, market capacity, suppliers, consumers, new technologies, government agencies. External threats include: reducing the purchasing power of consumers, inflation, seasonal fluctuations in demand, the crisis of individual industries. These factors adversely affect the formation of competitiveness of domestic garment enterprises and respectively lower level of economic security.

Analysis of statistical data makes it possible to see that the state of crisis in the industry, including in the processing industry began with 2012 in 2015 the rate of decline of production processing industry and industry in general reached maximum values of 87.4 and 87.0% % respectively. The overall fall in production of textile, clothing, leather and leather goods and other materials by 2015 compared to 2014 was 6.6%, in 2014 compared with 2013 - 4.5%; by 20 [1].

Economic security for the production of clothing depends largely on their financial, industrial and innovative components. Production of modern clothes clothing company requires constant updating of assortment and satisfy the needs of modern consumers wear. And for this you need to have the current level of technology and manufacturing techniques of clothes, qualified staff and innovative design. Determining the level of economic security for the production of clothing as integral indicator for the selected individual components (financial, manufacturing, human resources, innovation, investment, marketing, power), can get timely information about existing or potential threats to economic security and to develop measures to eliminate or prevent threats. Monitoring the level of economic security enables rapid response to threats and ensure stable development of enterprises producing garments for the future.

### **ЛІТЕРАТУРА:**

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