

**Kyiv National University of Trade and Economics**  
**International Management Department**

**FINAL QUALIFYING PAPER**  
**on the topic:**

**“Advertising policy of the enterprise in foreign markets”**

**(based on data of LLC “IDEASOFT SOLUTIONS”, Kharkiv )**

Student of the 2<sup>nd</sup> year, group 4am,  
specialty 073 “Management”,  
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**Kyiv, 2021**

**Kyiv National University of Trade and Economics**

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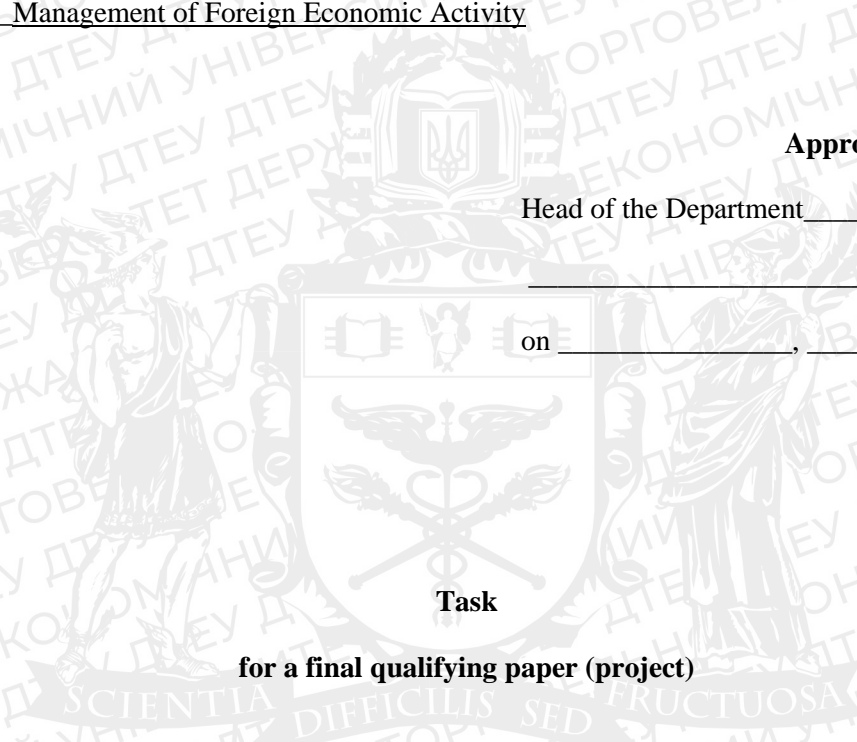
Specialty 073 Management

Specialization Management of Foreign Economic Activity

**Approved by**

Head of the Department \_\_\_\_\_

on \_\_\_\_\_, \_\_\_\_\_, 20\_\_\_\_



**Task**

**for a final qualifying paper (project)**

Anna Shchekan

(student's last name, first name)

1. Topic of a final qualifying paper (project)

Advertising policy of the enterprise in foreign markets

Approved by the Rector's order from \_\_\_\_\_, \_\_\_\_\_, 20\_\_\_\_, No. \_\_\_\_\_

2. Term of submitting by a student his/her terminated paper (project) \_\_\_\_\_

3. Initial data of the final qualifying paper (project)

Purpose of the paper (project) is to reveal the theoretical and methodological principles and practical features of the formation of advertising policy of the enterprise in foreign markets

Object of the research is the process of formation and management of the advertising policy in the international market.

Subject of the research - *theoretical and practical principles of formation of advertising policy of the enterprise in foreign markets*

4. Consultants of the research and titles of subsections which were consulted:

Section	Consultant (last name and initials)	Date and signature	
		The task given	The task fulfilled
1			
2			

5. Contents of a final qualifying paper (project) (list of all the sections and subsections)

*Introduction*

*Section 1. Research of features of advertising policy of the enterprise of LLC IDEASOFT SOLUTIONS in foreign markets*

*1.1. Analysis of financial and economic activity of IDEASOFT SOLUTIONS LLC*

*1.2. Analysis of foreign economic activity of IDEASOFT SOLUTIONS LLC*

*1.3 Assessment of the features of the advertising policy of the company LLC "IDEASOFT SOLUTIONS" in foreign markets*

*Section 2. Improving the effectiveness of the advertising policy of the company LLC "IDEASOFT SOLUTIONS" in foreign markets*

*2.1. Substantiation of directions of improvement of advertising policy of the enterprise of LLC IDEASOFT SOLUTIONS in foreign markets*

*2.2. Development of a set of measures to increase the effectiveness of the advertising policy of the company LLC "IDEASOFT SOLUTIONS" in foreign markets*

*2.3 Forecast assessment of the effectiveness and impact of the proposed measures on the results of LLC "IDEASOFT SOLUTIONS"*

*Conclusions and suggestions*

*references*

*Additions*

## 6. Time schedule of the paper (project)

No	Stages of a final qualifying paper (project)	Terms of a final qualifying paper (project)	
		de jure	de facto
1	<i>Selection and approval of the topic of the final qualifying work</i>		
2	<i>Registration and approval of the task for work</i>		
3	<i>Writing and preliminary defense of the 1st section of the final qualifying work of the supervisor</i>		
4	<i>Writing and preliminary defense of the 2nd section of the final qualifying work of the supervisor</i>		
5	<i>Registration of final qualifying work on structure, representation of work on chair and preliminary protection in commissions</i>		
6	<i>Completion, design, printing, preparation of materials for defense</i>		
7	<i>Presentation of the finished stitched final qualification work to the department</i>		
8	<i>Defense of the final qualification work in the examination commission</i>		

7. Date of receiving the task \_\_\_\_\_, \_\_\_\_\_, 20\_\_.

8. Scientific adviser of the final qualifying paper (project)

\_\_\_\_\_

(last name, initials, signature)

9. Manager of the educational program \_\_\_\_\_



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Scientific adviser of a final qualifying paper (project) \_\_\_\_\_  
 (last name, initials, signature)

Note about preliminary paper (project) defence \_\_\_\_\_  
 (last name, initials, signature)

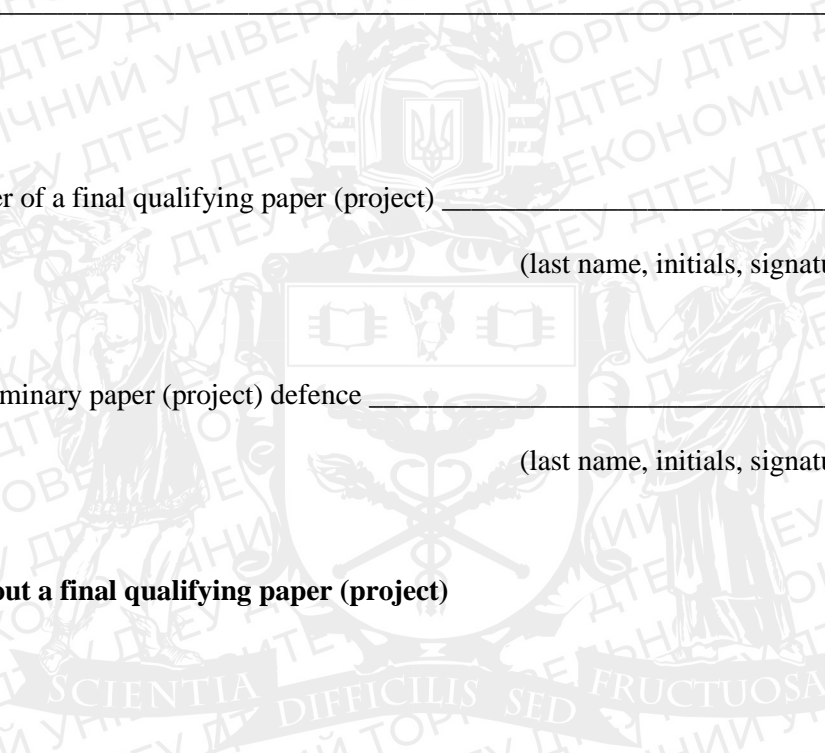
**12. Resume about a final qualifying paper (project)**

A final qualifying paper (project) of the student \_\_\_\_\_  
 (last name, initials)

can be admitted to defence in the Examination Board.

Manager of the educational program \_\_\_\_\_  
 (last name, initials, signature)

Head of the Department \_\_\_\_\_  
 (last name, initials, signature)





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## INTRODUCTION

**The relevance of the topic** is that advertising as an economic phenomenon has a great impact on market participants and participants in economic relations, as it affects both consumers and producers. The economic function of advertising is to stimulate supply and demand, which, in turn, are formed by providing the target audience with information about goods and services. Advertising has a positive effect on the introduction of new technologies and innovations in production, as well as plays a key role in image development, ensures the formation of its positive characteristics. Advertising of any product or service is multicomponent, and its effectiveness depends on a number of factors. In particular, it is worth noting the dependence of advertising on the content and form of the advertising message, on the design, on the compliance of the chosen form of advertising distribution, on the time and number of publications and more.

Advertising is part of the complex of marketing communications of the enterprise and is one of the main means of promoting goods and services in the market. The process of using advertising to form an image in modern conditions includes a set of activities aimed not only at promotion but also at brand development, and aims to organize a marketing dialogue with the buyer on an ongoing basis. Advertising plays a key role in the process of forming marketing measures to increase profits from the sale of goods (services) or ideas, increase market share, strengthen a positive image. The positive effect of advertising on the formation of the company's image is possible only if you choose the right components. Effective image formation by means of advertising is ensured by successful selection of locations of its placement, determination of the optimal amount of information, formation of the correct design and number of information appeals.

A number of domestic and foreign scientists, including authors such as E. Andryukhina, J. Burnett, W. Wells, O. Vikarchuk, M. Vodianik, N. Gavrilenko, M. Skoda, T. Dibrova, I. Kovshova, A. Mikhailyuk, T. Kompaniets, F. Kotler, J. Bowen,

J. Mackenz, E. Romat, D. Senderov, B. Skitsko., V. Antonyuk, Y. Sus, Ali Al-Ababneh Hassan, dealing with the problems of advertising and promotional activities.

**The purpose** of the work is to study the practical principles of advertising in the foreign economic activity of the enterprise and identify areas for improvement.

In accordance with the purpose in the course of work the following **tasks** were defined:

- to analyze the financial and economic activities of LLC "IDEASOFT SOLUTIONS";
- to analyze the foreign economic activity of LLC "IDEASOFT SOLUTIONS";
- evaluate the performance of advertising in the foreign economic activity of LLC "IDEASOFT SOLUTIONS";
- to substantiate proposals for improving the advertising activities of the company LLC "IDEASOFT SOLUTIONS";
- to develop a program of measures to intensify the advertising activities of the company LLC "IDEASOFT SOLUTIONS" in the foreign market;
- to carry out a forecast assessment of the effectiveness of IDEASOFT SOLUTIONS LLC as a result of the implementation of the proposed measures.

**The object** of research is the process of using marketing technologies in the foreign economic activity of the enterprise.

**The subject** of the research is the peculiarities of the formation and use of marketing technologies in the foreign economic activity of the enterprise LLC "IDEASOFT SOLUTIONS".

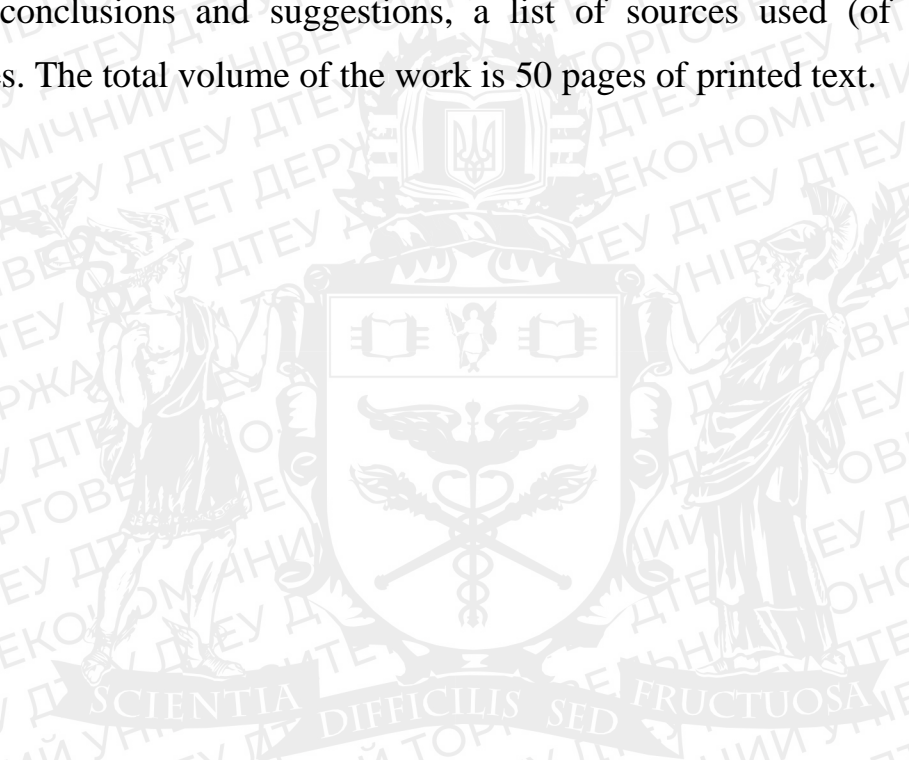
**Information base of the research.** The work was performed using the legal framework, monographs, scientific literature of periodicals. Analytical calculations were performed on the basis of financial and management reporting of the investigated enterprise LLC "IDEASOFT SOLUTIONS" using modern information technology.

**Approbation of research results.** Based on the results of the study, a scientific article on "Theoretical aspects of the use of advertising technologies in

foreign economic activity of the enterprise" was prepared and published in the collection of scientific works of KNTEU students.

**The practical significance of the work.** The practical significance of the study is to develop recommendations for improving the management of marketing product policy of the enterprise-subject of FEA LLC "IDEASOFT SOLUTIONS".

**Work structure.** The work structurally consists of an introduction, three sections, conclusions and suggestions, a list of sources used (of 16 items) and appendices. The total volume of the work is 50 pages of printed text.



## SECTION 1

### RESEARCH OF FEATURES OF ADVERTISING POLICY OF THE ENTERPRISE OF LLC IDEASOFT SOLUTIONS IN FOREIGN MARKETS

#### 1.1. Analysis the financial and economic activity of LLC "IDEASOFT SOLUTIONS"

In this question we will consider the main indicators of financial and economic activity of the researched enterprise. The official name of the company is IDEASOFT SOLUTIONS Limited Liability Company. However, the company has an unofficial name - IdeasoftLab. This name was given to the startup laboratory, which is owned by the company "IDEASOFT SOLUTIONS". The company is located at: Ukraine, Kyiv.

The Company LLC "IDEASOFT SOLUTIONS" was registered on 03.03.2016 at the legal address 64300, Kharkiv region, Misto Izium, Soborna st., Budynok 57. The head of the organization is STOGNIV GERMAN OLEKSANDROVICH. The subject of "IDEASOFT SOLUTIONS" is computer programming, development of specialized software, other information services. The activities of "IDEASOFT SOLUTIONS" are mainly based on the development of software products and their implementation in foreign markets, the provision of information services to foreign partners. The company also purchases computer equipment and relevant elements of the IT infrastructure.

The company also checks the motivation of staff, carefully examines the motivation of candidates and facilitates negotiations at the stage of job offer. Employees of the company assess language skills. To this end, they determine the level of knowledge of English or another language, as well as the candidate's ability to communicate seamlessly in your company. Employees of the company collect available recommendations from previous jobs and information on the reputation of the applicant in the market, use modern technologies to assess the competencies of the candidate.

Organizational structure of the company «IDEASOFT SOLUTIONS " Ltd. has the following form (Fig. 1.1).

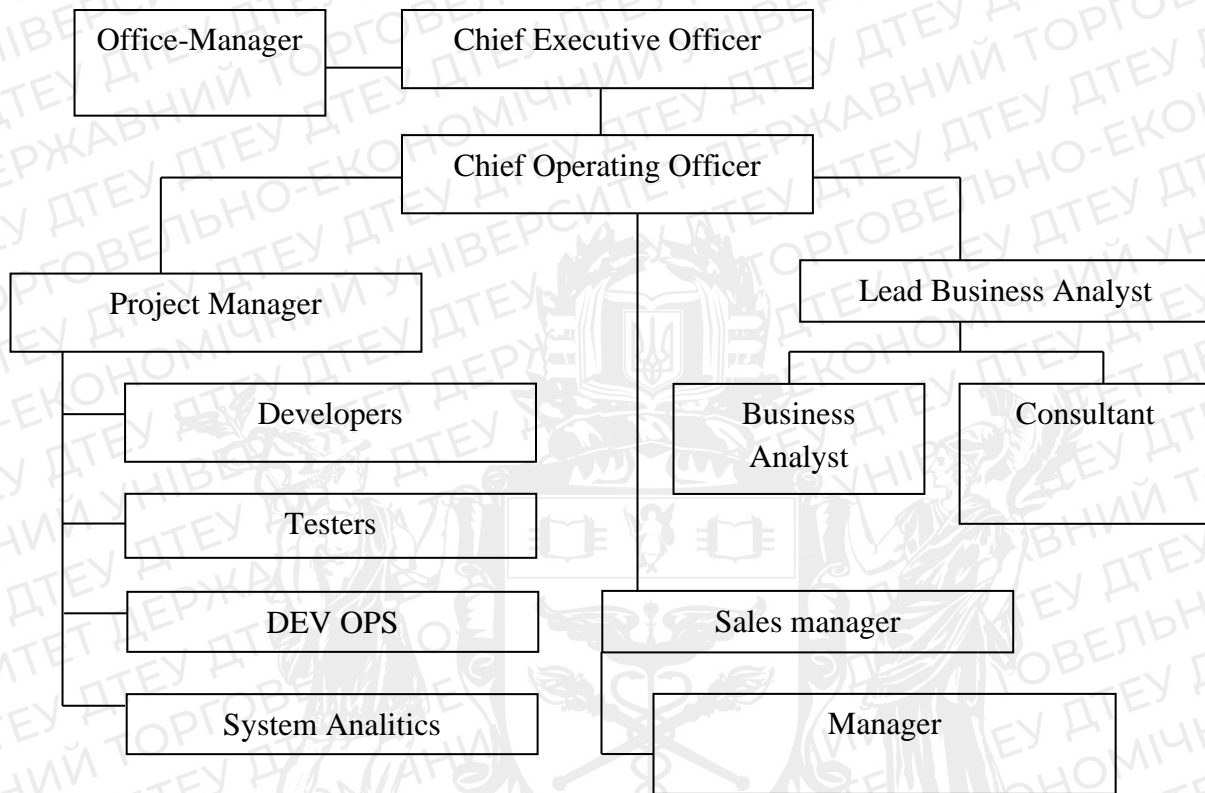


Fig. 1.1. Organizational structure of LLC «IDEASOFT SOLUTIONS»

The organizational structure of the enterprise is linear. The head of the enterprise is the director, who has his deputy - the operating director. The Chief Operating Officer performs the functions of general management of the processes of sales, development and adjustment of software to customers. The Chief Operating Officer performs control over the processes of negotiating with clients, receiving timely payments from them. The director of the enterprise performs representative functions, negotiates with existing and potential clients, performs the duties of a signatory. Project managers perform the functions of managing employees - developers, testers and administrators, thus ensuring their coordinated work and quality and timely provision of IT services within various projects.

We will analyze the main indicators of financial and economic activity of LLC "IDEASOFT SOLUTIONS". The assessment of indicators was performed according

to the financial statements of the enterprise (Appendix A). The dynamics of the assets of LLC "IDEASOFT SOLUTIONS" are given in tab 1.1.

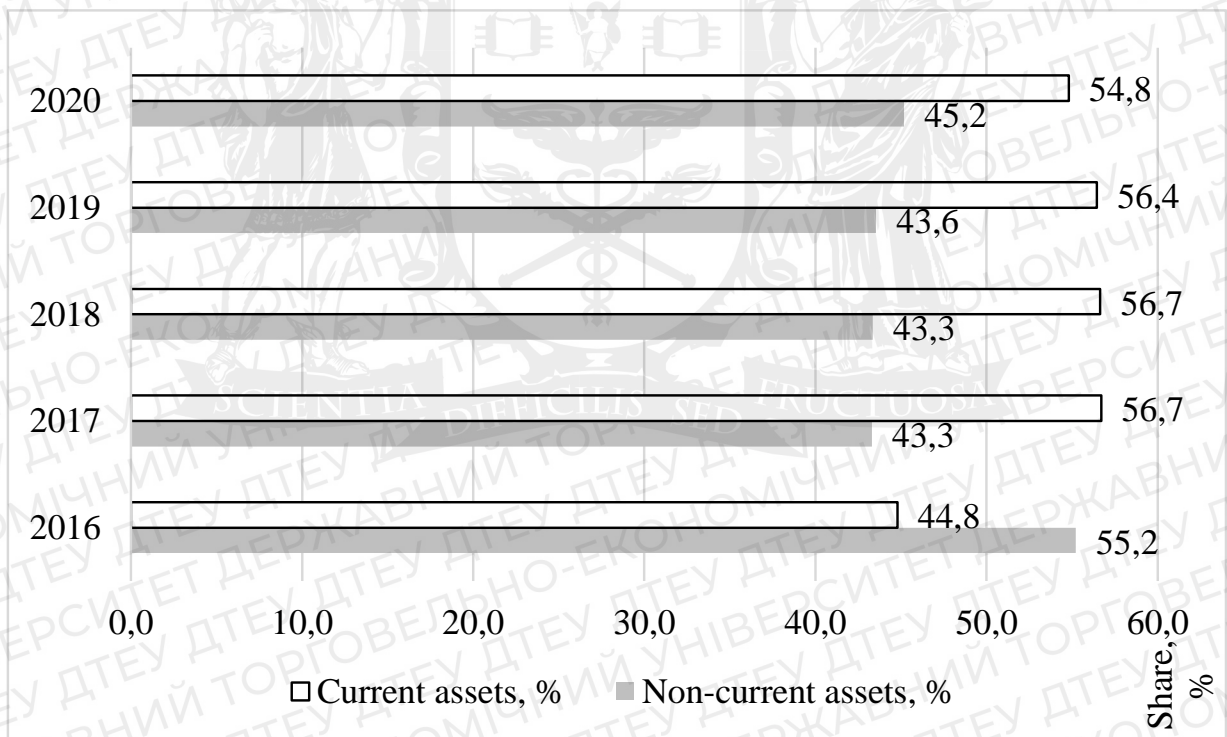
Table 1.1

**Dynamics of assets of the enterprise LLC "IDEASOFT SOLUTIONS" for 2016-2020**

Assets	On the Date:						Absolute deviation				Relative diviation., %			
	01.01.2016	01.01.2017	01.01.2018	01.01.2019	01.01.2020	01.01.2021	2016-2017	2017-2018	2018-2019	2019-2020	2016-2017	2017-2018	2018-2019	2019-2020
<b>I. Non-current assets</b>														
Intangible assets	4	5	5	4	4	16	0	0	0	12	-6	-8	-7	300
initial value	181	242	226	205	190	204	-16	-21	-15	14	-7	-9	-7	7
accumulated depreciation	174	233	219	200	186	188	-14	-19	-14	2	-6	-9	-7	1
Incomplete capital investments	101	133	124	113	104	178	-9	-12	-9	74	-7	-9	-8	71
Fixed assets	4000	5392	5077	4650	4338	4516	-314	-427	-312	178	-6	-8	-7	4
initial value	6440	8245	7488	6620	5958	6349	-757	-868	-662	391	-9	-12	-10	7
wear and tear	1552	2066	1929	1752	1620	1833	-137	-177	-132	213	-7	-9	-8	13
Investment Property	6987	9175	8484	7633	6993	7776	-691	-851	-640	783	-8	-10	-8	11
Deferred tax assets	340	450	419	380	350	197	-31	-40	-30	-153	-7	-9	-8	-44
<b>Total for section I</b>	<b>4444</b>	<b>5980</b>	<b>5625</b>	<b>5146</b>	<b>4796</b>	<b>4907</b>	<b>-355</b>	<b>-479</b>	<b>-350</b>	<b>111</b>	<b>-6</b>	<b>-9</b>	<b>-7</b>	<b>2</b>
<b>II. Current assets</b>														
Stocks	33	45	42	39	0	0	-3	-4	-39	0	-6	-8	-100	0
Accounts receivable for products, goods, works, services	2509	3379	3180	2911	2714	2100	-199	-269	-197	-614	-6	-8	-7	-23
Accounts receivable by calculations:														
with a budget	54	72	68	62	58	70	-4	-6	-4	12	-6	-9	-7	21
Other current receivables	240	321	302	275	256	234	-20	-26	-19	-22	-6	-9	-7	-9
Current financial investments	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Money and their equivalents	538	720	675	616	572	478	-45	-59	-44	-94	-6	-9	-7	-16
Deferred expenses	151	202	189	172	160	76	-13	-17	-12	-84	-6	-9	-7	-53
Other current assets	2332	113	2912	2650	2456	2994	2799	-262	-194	538	2477	-9	-7	22
<b>Total for section II</b>	<b>5856</b>	<b>4852</b>	<b>7369</b>	<b>6725</b>	<b>6216</b>	<b>5952</b>	<b>2516</b>	<b>-643</b>	<b>-509</b>	<b>-264</b>	<b>52</b>	<b>-9</b>	<b>-8</b>	<b>-4</b>
<b>TOTALS</b>	<b>21629</b>	<b>22749</b>	<b>27288</b>	<b>24931</b>	<b>23125</b>	<b>22805</b>	<b>4539</b>	<b>-2357</b>	<b>-1806</b>	<b>-320</b>	<b>20</b>	<b>-9</b>	<b>-7</b>	<b>-1</b>

According to the company, the volume of assets tended to gradually decrease during 2017-2020. Thus, in 2018 the volume of current assets decreased by 643 thousand UAH, in 2019 - by 509 UAH, in 2020 - by 264 thousand UAH. However, during 2017-2020 there was a gradual increase in the share of current assets, which at the end of 2020 was already 54.8%. This trend is due to the dynamics of depreciation and depreciation of fixed assets. As non-current assets include commercial real estate and software, in the process of economic activity, these components of assets were depreciated, which reduced their residual value.

Characterizing the dynamics of the structure of assets of the enterprise, it should be noted that in their composition in 2016 the largest share was occupied by non-current assets (Pic. 1.2).



Pic. 1.2. Dynamics of the asset structure of the company LLC "IDEASOFT SOLUTIONS" in 2016-2020,%

*\*compiled according to Annex A*

The dynamics of the liabilities of the enterprise are given in table. 1.2. From the data of table 1.2 we can see that the liabilities of the enterprise consist mainly of equity, which occupies a major share in the overall structure of sources of financial

security of the enterprise. However, during 2017-2018, there was a tendency to reduce equity due to a decrease in retained earnings. Thus, in 2018 the amount of retained earnings decreased by 1083 thousand UAH, in 2019 - this figure increased by 456 thousand UAH, in 2020 - again decreased by 575 thousand UAH.

Table 1.2

**Dynamics of liabilities of the enterprise LLC "IDEASOFT SOLUTIONS" for 2016-2020**

Liabilities	On the Date:						Absolute deviation				Relative deviation, %			
	01.01. 2016	01.01. 2017	01.01. 2018	01.01. 2019	01.01. 2020	01.01. 2021	2016- 2017	2017- 2018	2018 - 2019	2019 - 2020	2016- 2017	2017 - 2018	2018 - 2019	2019- 2020
<b>I. Equity</b>														
Registered (share) capital	2720	2720	2720	2720	105	105	0	0	-2615	0	0	0	-96	0
Capital in revaluations	16	16	16	16	11	15	0	0	-6	4	0	0	-35	37
Additional capital	160	160	160	196	196	196	0	37	0	0	0	23	0	0
Retained earnings (uncovered loss)	15285	15494	21064	18788	19746	18538	5570	-2276	958	-1208	36	-11	5	-6
<b>Total for section I</b>	<b>18181</b>	<b>18390</b>	<b>23959</b>	<b>21721</b>	<b>20058</b>	<b>18854</b>	<b>5570</b>	<b>-2239</b>	<b>-1662</b>	<b>1204</b>	<b>30</b>	<b>-9</b>	<b>-8</b>	<b>-6</b>
<b>III. Current liabilities and collateral</b>														
Short-term bank loans	1017	1287	1160	1017	908	893	-128	-142	-109	-16	-10	-12	-11	-2
Current accounts payable for:	0	0	0	0	0	0	0	0	0	0	0	0	0	0
goods, works, services	2171	2743	1873	1934	1928	2735	-870	61	-6	807	-32	3	0	42
calculations with the budget	90	114	102	90	80	110	-11	-13	-10	30	-10	-12	-11	38
insurance calculations	45	57	51	45	40	55	-6	-6	-5	15	-10	-12	-11	38
payroll calculations	17	21	19	17	15	20	-2	-2	-2	6	-10	-12	-11	38
Other current commitments	109	137	123	108	96	137	-14	-15	-12	40	-10	-12	-11	42
<b>Total for section III</b>	<b>3448</b>	<b>4359</b>	<b>3329</b>	<b>3210</b>	<b>3067</b>	<b>3950</b>	<b>-1031</b>	<b>-118</b>	<b>-143</b>	<b>883</b>	<b>-24</b>	<b>-4</b>	<b>-4</b>	<b>29</b>
<b>TOTALS</b>	<b>21629</b>	<b>22749</b>	<b>27288</b>	<b>24931</b>	<b>23125</b>	<b>22805</b>	<b>4539</b>	<b>-2357</b>	<b>-1806</b>	<b>-320</b>	<b>20</b>	<b>-9</b>	<b>-7</b>	<b>-1</b>

The volume of short-term borrowed capital of the enterprise tended to decrease during 2017-2020. In 2018 the volume of current liabilities decreased by 1031 thousand UAH, in 2019 - by 118 UAH, in 2020 - its value has been increased by 8883 thousand UAH.



The dynamics of income, expenses and financial results of the enterprise are given in table 1.3.

Table 1.3

**Dynamics of incomes, costs and profits of the enterprise LLC "IDEASOFT SOLUTIONS" for 2016-2020**

Incomes, costs and profits of the enterprise	Years					Absolute deviation				Relative deviation, %			
	2016	2017	2018	2019	2020	2016-2017	2017-2018	2018-2019	2019-2020	2016-2017	2017-2018	2018-2019	2019-2020
<b>Net income from sales of products (goods, works, services)</b>	73994	82671	83163	84780	96536	8677	491	1617	11756	12	1	2	14
Cost of goods sold (goods, works, services)	51042	61059	55040	59208	66590	10018	-6019	4168	7382	20	-10	8	12
<b>Gross profit</b>	<b>22953</b>	<b>21612</b>	<b>28123</b>	<b>25572</b>	<b>29946</b>	<b>-1340</b>	<b>6511</b>	<b>-2551</b>	<b>4374</b>	<b>-6</b>	<b>30</b>	<b>-9</b>	<b>17</b>
Other operating income	1855	2008	2541	2479	2419	154	532	-61	-60	8	27	-2	-2
Administrative expenses	5502	4912	7537	6062	7177	-590	2625	-1475	1115	-11	53	-20	18
Selling expenses	4324	3341	5923	4124	5641	-984	2582	-1799	1517	-23	77	-30	37
Other operating expenses	717	682	981	841	934	-35	300	-140	93	-5	44	-14	11
<b>Financial result from operating activities: profit</b>	<b>14264</b>	<b>14687</b>	<b>16223</b>	<b>17024</b>	<b>18613</b>	<b>423</b>	<b>1536</b>	<b>801</b>	<b>1589</b>	<b>3</b>	<b>10</b>	<b>5</b>	<b>9</b>
Other income	180	213	246	262	234	34	32	16	-28	19	15	7	-11
Financial expenses	1084	1026	1485	1266	1415	-58	459	-219	149	-5	45	-15	12
Losses from equity participation	14	16	18	19	16	3	1	1	-3	20	8	8	-14
Other expenses	760	483	1041	597	991	-277	558	-444	394	-36	115	-43	66
<b>Pre-tax financial result: profit</b>	<b>12586</b>	<b>13374</b>	<b>13925</b>	<b>15404</b>	<b>16424</b>	<b>788</b>	<b>551</b>	<b>1479</b>	<b>1020</b>	<b>6</b>	<b>4</b>	<b>11</b>	<b>7</b>
Expenses (income) from income tax	1036	1072	1419	1324	1352	36	347	-95	28	3	32	-7	2
<b>Net financial result: profit</b>	<b>11550</b>	<b>12302</b>	<b>12506</b>	<b>14080</b>	<b>15072</b>	<b>752</b>	<b>204</b>	<b>1574</b>	<b>992</b>	<b>7</b>	<b>2</b>	<b>13</b>	<b>7</b>

According to the financial statements, LLC "IDEASOFT SOLUTIONS" was profitable. The amount of net profit tended to 752 in 2017 by 752 thousand UAH, in 2018 - the value of this indicator increased by 204 thousand UAH, in 2019 - by 1574 thousand UAH, in 2020 - 992 thousand. UAH

The following is a description of the indicators of liquidity, solvency, business activity and profitability of the enterprise. The dynamics of liquidity and solvency

indicators at LLC "IDEASOFT SOLUTIONS" for 2016 - 2020 are given in table.

1.4.

Table 1.4

**Dynamics of liquidity and solvency ratios at LLC "IDEASOFT SOLUTIONS" for 2016 - 2020**

Indicator	On the Date:					Absolute deviation, points			
	31.12. 2016	31.12. 2017	31.12. 2018	31.12. 2019	31.12. 2020	2016- 2017	2017- 2018	2018- 2019	2019- 2020
Total coverage ratio	2,338	4,649	4,399	4,256	3,164	2,311	-0,250	-0,143	-1,092
Intermediate coverage ratio	2,316	4,622	4,374	4,256	3,164	2,306	-0,248	-0,118	-1,092
Absolute liquidity ratio	0,347	0,426	0,403	0,392	0,254	0,079	-0,023	-0,011	-0,138

*\*compiled according to Appendix A*

Table 1.4 shows that the value of the total coverage ratio at the enterprise for 5 years ranged from 2.338 to 4.4 points. The normative value of this indicator is 1.5-2.0. That is, it can be argued that the level of solvency of the company is very high, as current assets are almost four times higher than current liabilities. The intermediate coverage ratio ranged from 2.3 to 4.2 and tended to increase over 5 years. That is, the company has sufficient current assets of medium liquidity to be able to repay current liabilities.

The level of absolute liquidity was also within the norm (0.2 points). Its value ranged from 0.08 to 0.40 points. At the end of 2020, there was a reduction in the level of liquidity of the enterprise. This was due to a decrease in the amount of cash balances in bank accounts, as the company immediately transferred free cash balances to the deposit.

The dynamics of the coefficients of financial stability of LLC "IDEASOFT SOLUTIONS" for 2017-2018 are given in table. 1.5. The value of the coefficient of

financial autonomy in 2020 was 0.827, ie the company's assets were financed from equity by 82.7%. At the same time, 17.3% of assets were borrowed. The level of security of the company's own current assets was quite high and amounted to 0.684 at the end of 2020. At the same time, own current assets amounted to 0.453 points in relation to the equity of the enterprise. The value of the financial leverage ratio is not high, as the company is financed mainly by its own current assets.

Table 1.5

**Dynamics of financial stability indicators at IDEASOFT SOLUTIONS LLC  
for 2016-2020**

Indicator	On the Date:					Absolute Deviation, points			
	31.12. 2016	31.12. 2017	31.12. 2018	31.12. 2019	31.12. 2020	2016- 2017	2017- 2018	2018- 2019	2019- 2020
coefficient of autonomy	0,808	0,878	0,871	0,867	0,827	0,070	-0,007	-0,004	-0,041
funding ratio	0,192	0,122	0,129	0,133	0,173	-0,070	0,007	0,004	0,041
the ratio of own working capital	0,572	0,785	0,773	0,765	0,684	0,213	-0,012	-0,008	-0,081
equity maneuverability ratio	0,317	0,507	0,502	0,498	0,453	0,190	-0,005	-0,005	-0,044
financial leverage ratio	0,237	0,139	0,148	0,153	0,210	-0,098	0,009	0,005	0,057

*\*compiled according to Appendix A*

The dynamics of indicators of business activity of the enterprise are given in table. 1.6.

The turnover of the company's assets is quite high. This is due to the fact that the studied enterprise belongs to the service sector and does not use in the course of economic activity significant material resources, including payments receivable. As the main items of current assets were receivables and money in bank accounts, these items determined the trends in the turnover of LLC "IDEASOFT SOLUTIONS".

The decrease in the duration of operating and financial cycles indicates that the company gradually optimized the composition of assets in the direction of reducing

their standards. If in 2016 the duration of the financial cycle was 18.5 days, in 2020 – 10.2 days.

Table 1.6

**Dynamics of business activity indicators of LLC IDEASOFT SOLUTIONS  
for 2016-2020**

Indicator	Years					Absolute Deviation, points			
	31.12 2016	31.12 2017	31.12 2018	31.12 2019	31.12 2020	2016 - 2017	2017 - 2018	2018 - 2019	2019- 2020
Asset turnover ratio	3,3	3,3	3,2	3,5	4,2	0,0	-0,1	0,3	0,7
Receivables turnover ratio	12,0	12,0	13,0	14,4	19,1	0,0	1,0	1,4	4,7
Accounts payable turnover ratio	30,1	35,8	43,7	43,9	41,4	5,7	7,9	0,2	-2,5
Maturity of receivables, days	30,1	30,0	27,7	25,1	18,8	-0,1	-2,3	-2,6	-6,2
Maturity of accounts payable, days	12,0	10,1	8,2	8,2	8,7	-1,9	-1,8	0,0	0,5
The duration of the operating cycle	30,5	30,4	28,1	25,3	18,9	-0,1	-2,3	-2,8	-6,4
The duration of the financial cycle	18,5	20,3	19,8	17,1	10,2	1,8	-0,5	-2,8	-6,9

*\*compiled according to Appendix A*

In particular, the decrease in this indicator was especially noticeable in 2019-2020 due to a significant reduction in the repayment period of receivables of customers of the enterprise. The period of repayment of accounts payable has significantly increased. Also should be great to emphasize that turnover ratio for differend resources of the company was strongly dependent from the level of incomes received during 2016-2020. Resources of the enterprise was increasing inproportially to the income growth and this was the main reason of decreasing the operational lifecycle duration.

Let's analyze the indicators of profitability of the enterprise (Table 1.7). Profits grew, as a result of which there was a tendency to increase profitability. Profitability on the main indicators during 2016-2020 has been growing every year. This indicated

that the company was on the right path of its development and introduced new mechanisms to increase efficiency.

Table 1.7

**Dynamics of profitability indicators of the enterprise LLC "IDEASOFT SOLUTIONS" for 2016-2020**

Indicator	Years					Absolute Deviation, points			
	2016	2017	2018	2019	2020	2016-2017	2017-2018	2018-2019	2019-2020
Return on assets	52,1	49,2	47,9	58,6	65,6	-2,9	-1,3	10,7	7,0
Return on equity	63,2	58,1	54,8	67,4	77,5	-5,1	-3,3	12,6	10,1
Profitability of realization	15,6	14,9	15,0	16,6	15,6	-0,7	0,2	1,6	-1,0
Profitability of operating costs	29,3	33,1	23,2	38,7	29,3	3,8	-10,0	15,5	-9,4

*\*compiled according to Appendix A*

The return on assets increased from 52.1% in 2016 to 65.6% in 2020. Similarly, the return on equity increased, which in 2020 amounted to 77.5% against the value of this indicator in 2016 at 63.2%. Profitability of operating expenses increased from 14.9% in 2017 to 15.6% in 2020. Profitability of sales also did not have a definite trend, as its value fluctuated from year to year. In 2020, the level of profitability of sales was 29.3%

Thus, the volume of assets tended to gradually decrease during 2017-2020. The liabilities of the enterprise consist mainly of equity, which occupies the main share in the overall structure of sources of financial security of the enterprise. It has been determined that the level of solvency of the enterprise is very high, as current assets are almost four times higher than current liabilities. The value of the financial leverage ratio is not high, as the company is financed mainly by its own current assets. The decrease in the duration of operating and financial cycles indicates that the company gradually optimized the composition of assets in the direction of reducing their standards. In particular, the decrease in this indicator was especially noticeable in 2019-2020 due to a significant reduction in the repayment period of receivables of customers of the enterprise. The repayment period of accounts payable

increased slightly. The company was profitable due to the high profitability of IT services in domestic and foreign markets.

## 1.2. Analysis of foreign economic activity of LLC “IDEASOFT SOLUTIONS”

In this regard, it is necessary to analyze the main features of foreign economic activity of the enterprise. To this end, we will disclose the main indicators of providing information technology services to both non-resident companies in Ukraine and Ukrainian companies operating in the international market.

The researched enterprise provides the following types of services to the foreign market: software development; deployment and organization of hosting in AWS clouds; deployment and organization of hosting in Google Cloud Platform; -data intelligence and technological expertise; consulting in the field of IT.

The dynamics of the cost of services provided on the foreign market are given in table. 1.8.

Table 1.8

### Dynamics of the cost of provided IT services on the foreign market of LLC «IDEASOFT SOLUTIONS» for 2016 - 2020

Indicators	Years					Deviation by 2016-2017		Deviation by 2017-2018		Deviation by 2018-2019		Deviation by 2019-2020	
	2016	2017	2018	2019	2020	th. UAH	%	th. UAH	%	th. UAH	%	th. UAH	%
1	2	3	4	5	6	7	8	9	10	11	12	13	14
software development	6593	2712	4948	7122	10310	-3881	-58,9	2237	82,5	2173	43,9	3188	44,8
deployment and hosting in AWS clouds	8391	10846	13431	12107	18043	2456	29,3	2584	23,8	-	-9,9	5936	49,0
deployment and hosting organization in Goagle Platform clouds	4795	8135	6362	4985	9451	3340	69,7	1773	21,8	-	-21,6	4466	89,6

continue the tab. 1.8

1	2	3	4	5	6	7	8	9	10	11	12	13	14
data intelligence and technological expertise	15583	16270	15551	18516	18902	687	4,4	-718	-4,4	2964	19,1	386	2,1
IT consulting	24573	29828	30396	28486	29212	5254	21,4	568	1,9	1910	-6,3	726	2,5
Together, services to foreign markets	59935	67791	70688	71215	85917	7855	13,1	2898	4,3	527	0,7	14702	20,6

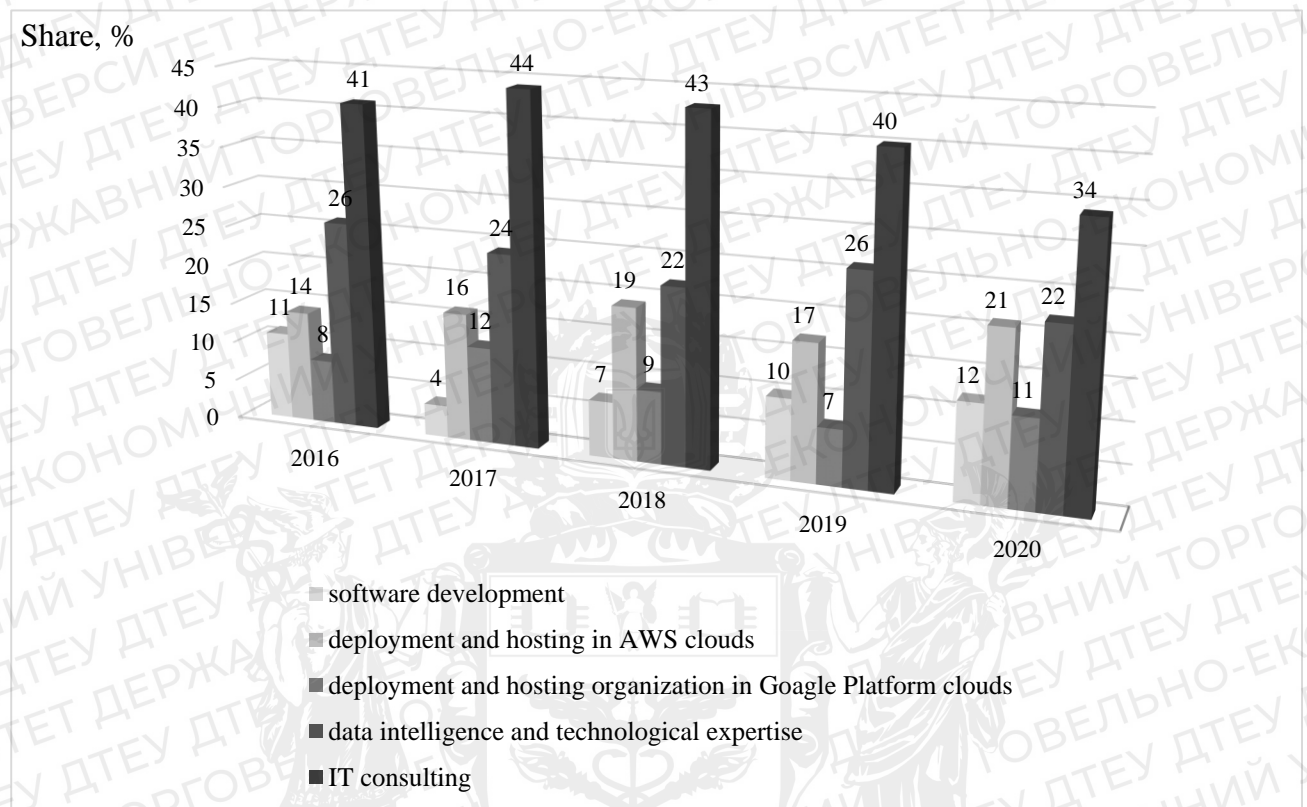
*\*compiled according to enterprise data*

As the data of table. 1.8, the volume of information technology services provided to the foreign market in 2016-2016 increased by UAH 7855 thousand, which was due to the growth of demand from the Customers in financial area. Also the consequences of prior economic crisis were diminished by advanced economic development due to reformation and involving investment into Ukrainian IT-field. Also should be worth to note that company kept termination of contracts with a number of foreign customers from the CIS countries. However, since 2015, the company has been able to replace customers with other customers from the country near the border, in particular from Poland.

In 2018, the volume of information technology services on the foreign market increased by UAH 2898 thousand. The growth was caused by increasing the level of business activity as a result of demand changes. In subsequent years, we could see an increase in the provision of services. During 2018-2019 value of services provided increased by 527 thousand UAH or 0.7%. In 2020, the volume of exports of services increased by 14702 thousand UAH or 20.6% mainly due to the emergence of new customers.

Also, need to note that during 2016-2020 the most rapid growth of exports was observed for software development and data intelligence and technological expertise. Big Data expertized has become one of the highly requested field of IT services from LLC «IDEASOFT SOLUTIONS». Most likely development of exports will be continuing and company has many opportunities on this way.

The specific structure of the provided information technology services to the foreign market is shown in Pic. 1.3.



Pic. 1.3. Share breakdown of provided information and technological services on the foreign market by the company LLC «IDEASOFT SOLUTIONS» for 2016 - 2020,%

*\*compiled according to enterprise data*

As the data of fig. 1.3, the structure of services provided is dominated by the share of data intelligence and technological expertise and IT consulting. This type of services accounts for 56% of the total volume of exports on the foreign market in 2020. The share of software development also gained up to 12%. All in all the market of IT services currently in a green zone and apparently the share of strict development services will be replaced in the future by DevOps services of deployment the Customers infrastructure to PaaS solutions (AWS, MS Azure and Google Cloud Platform).

Indicators of the volume of provided information technology services in terms of major counterparty countries are given in table. 1.9.



Table 1.9

**Indicators of the geographical structure of information technology services  
provided by LLC «IDEASOFT SOLUTIONS» for 2016 - 2020**

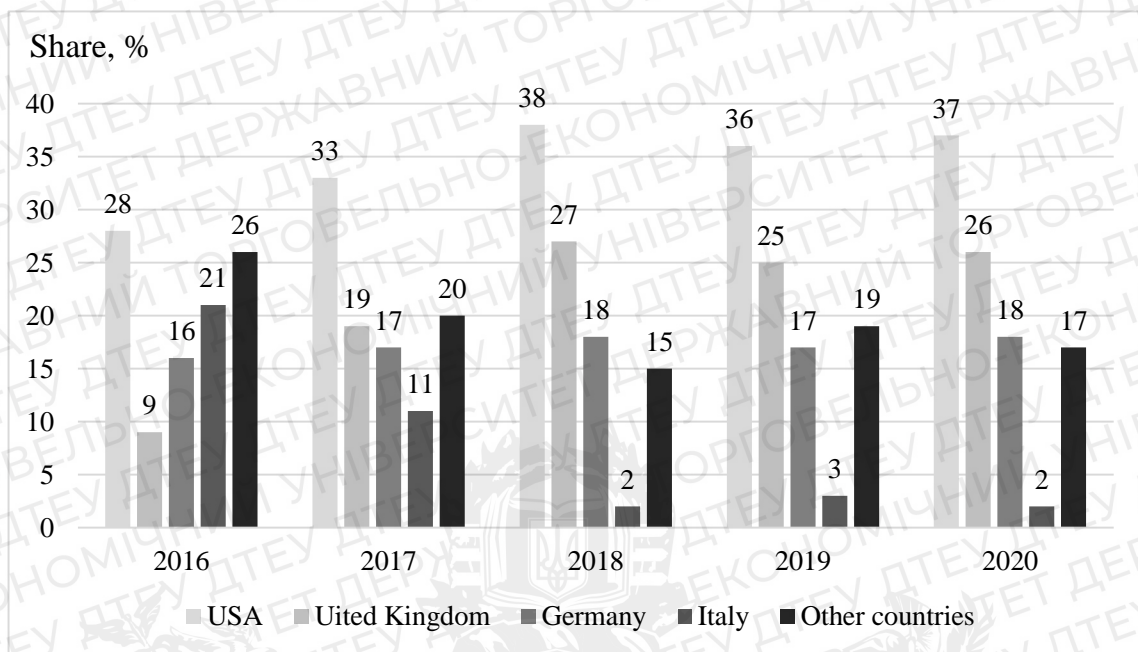
Indicators	Years					Deviation by 2016- 2017		Deviation by 2017- 2018		Deviation by 2018- 2019		Deviation by 2019- 2020	
	2016	2017	2018	2019	2020	th. UAH	%	th. UAH	%	th. UAH	%	th. UAH	%
USA	16782	24405	26862	23501	31789	7623	45,4	2457	10,1	-	-12,5	8288	35,3
Uited Kingdom	5394	16948	19086	13531	22338	11553	214,2	2138	12,6	-	-29,1	8807	65,1
Germany	9590	11524	12724	12107	15465	1935	20,2	1200	10,4	-617	-4,9	3358	27,7
Italy	12586	2034	1414	7834	1718	-	-83,8	-620	-	6420	454,1	-6115	-78,1
Other countries	15583	12880	10603	14243	14606	-2703	-17,3	-	-	3640	34,3	363	2,5
Totals	59935	67791	70688	71215	85917	7855	13,1	2898	4,3	527	0,7	14702	20,6

*\*compiled according to enterprise data*

Based on the info received from company, in 2016 the volume of services provided to contractors from USA amounted to 36782 thousand UAH. In 2020, the volume of services provided to this country amounted to 31789 thousand UAH. Instead, there was a reduction in the provision of services to contractors from Italy. Exports to Italy drop down by 78.1% during 2019-2020. The main cause of this case was coronavirus pandemic and restrictions from Italy government for relocation the IT staff from Ukraine. The specific of contract between the company and Italian Customer referred out staffing and no any ability to keep working remotely.

It is also important to note that the company does not have a specialized department that would deal with the organization of foreign economic activity. This is due to the small size of the company and the specifics of information technology services.

The company has strengthened its cooperation with Germany, which in 2020 already accounted for 26% of total services to foreign markets (in 2016, Germany accounted for about 9%) (Pic. 1.4).



Pic. 1.4. Geographical structure of consulting services provided by LLC «IDEASOFT SOLUTIONS» to the foreign market for 2016 - 2020,%

*\*compiled according to enterprise data*

An important place in the provision of services to foreign markets are the procedures of legal support of clients and legal execution of the document. In particular, many foreign companies that have branches of their companies in Ukraine (these branches are registered as joint ventures in the Ukrainian jurisdiction), apply for the services of LLC «IDEASOFT SOLUTIONS».

The specialization of economic activity of the enterprise allows to deeply understand the specifics of business, which is to provide quality services in the field of programming and engineering, to provide optimal solutions in the field of information technology according to customer needs.

In the future we will consider the features of the factors of the micromarketing environment. To this end, we analyze the main competitors and customers of the company.

The main closest competitors of the studied enterprise are the following:

- Luxoft;
- «Ciklum»;
- «INOVECS»;

- «Adelina.»

It is also worth giving the results of the evaluation of the effectiveness of international economic activity for 2016-2020 (Table 1.10).

Table 1.10

**Calculation of indicators of efficiency of rendering of consulting services on the foreign market of LLC «IDEASOFT SOLUTIONS» for 2016-2020.**

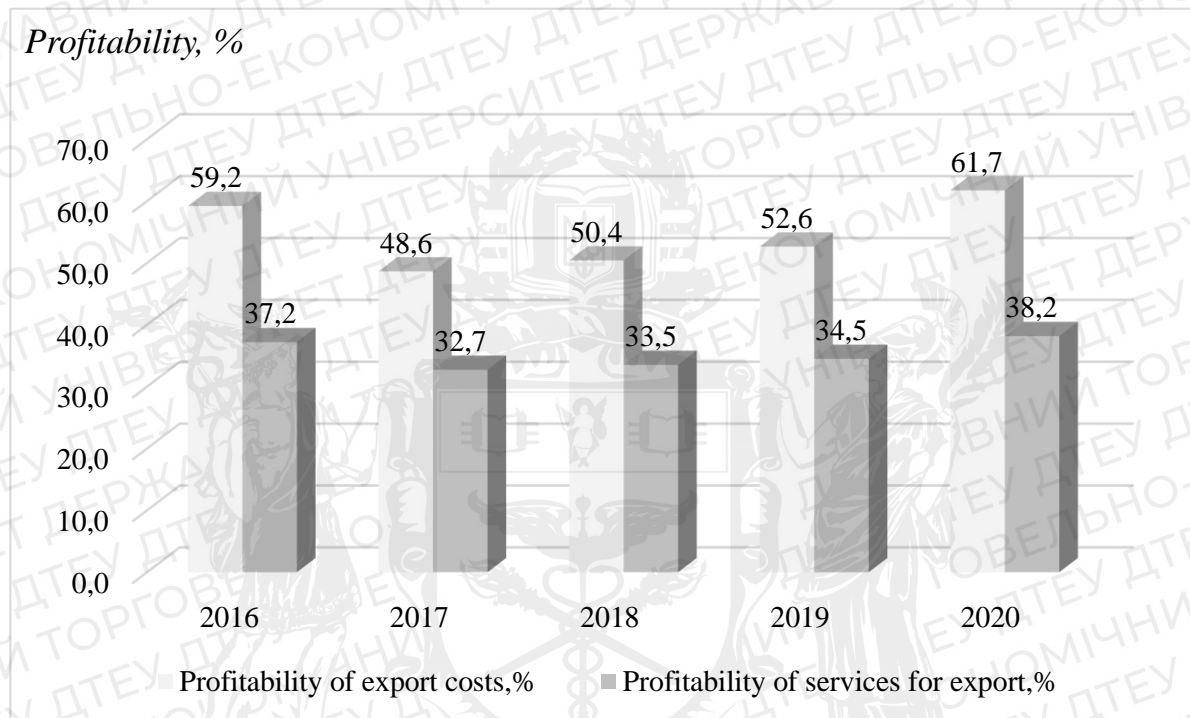
Indicators	Formula	Роки					Absolute deviation	
		2016	2017	2018	2019	2020	2020 / 2016	2020 / 2019
1	2	3	4	5	6	7	8	9
Volumes of sales of IT services on the foreign market, thousand UAH	Re	59935	67791	70688	71215	85917	25981	14702
Costs for ensuring the process of providing information services, thousand UAH	Ce	36620	44575	45475	44320	50785	14165	6465
Other expenses related to the provision of information services, thousand UAH	Eoth	1030	1040	1530	2340	2345	1315	5
Total costs for the provision of information services, thousand UAH	TC = Ce + Eoth	37650	45615	47005	46660	53130	15480	6470
The effect of the provision of information services on the foreign market, thousand UAH	Es = Re - TC	22285	22176	23683	24555	32787	10501	8232
Efficiency of providing information services to the foreign market	Ef = Re / TC	1,59	1,49	1,50	1,53	1,62	0,03	0,09

\*compiled according to enterprise data

According to the obtained evaluation results (Table 1.10), the indicator of efficiency of information services provision on the foreign market did not have a

definite tendency. Yes, during 2016-2018 it decreased - from 1.59 points in 2016 to 1.50 points in 2018. During 2019-2020 efficiency of export operations increased by 0.09 points to 1.62 points.

Also the level of profitability the exports can be seen below (Pic. 1.5.)



Pic. 1.5. Dynamics of efficiency of providing information services to the foreign market LLC «IDEASOFT SOLUTIONS» for 2016-2020.

*\*compiled according to enterprise data*

As can be seen from the picture 1.5, level of costs profitability had no strict dynamics. Along the period from 2016 this indicator decreased from 59.2% to 50.4%. At the same time level of services profitability decreased from 37.2% to 33.5%. In 2020 year costs profitability has grown up to 61.7% and services profitability up to 38.2%.

Thus, in the course of the study the peculiarities of the foreign economic activity of the enterprise were analyzed. In 2018, the volume of information technology services on the foreign market increased by UAH 2898 thousand. The growth was caused by increasing the level of business activity as a result of demand changes. In subsequent years, we could see an increase in the provision of services. During 2018-2019 value of services provided increased by 527 thousand UAH or

0.7%. In 2020, the volume of exports of services increased by 14702 thousand UAH or 20.6% mainly due to the emergence of new customers. An important place in the provision of services to foreign markets are the procedures of legal support of clients and legal execution of the document. In particular, many foreign companies that have branches of their companies in Ukraine (these branches are registered as joint ventures in the Ukrainian jurisdiction), apply for the services of LLC «IDEASOFT SOLUTIONS». The structure of services provided is dominated by the share of data intelligence and technological expertise and IT consulting. This type of services accounts for 56% of the total volume of exports on the foreign market in 2020. The share of software development also gained up to 12%. All in all the market of IT services currently in a green zone and apparently the share of strict development services will be replaced in the future by DevOps services of deployment the Customers infrastructure to PaaS solutions (AWS, MS Azure and Google Cloud Platform).

### **1.3 Assessment of the features of the advertising policy of the company LLC "IDEASOFT SOLUTIONS" in foreign markets**

Given the specifics of the IT company, it should be noted that the main tool for advertising its services is advertising on the Internet. At the same time, it is an important means of forming a positive image. Today, the company actively uses digital marketing as the main concept in shaping its advertising strategy.

The formation of advertising is a key element in ensuring a positive image of the enterprise. The means of advertising of the researched enterprise provide its continuous connection with the target audience through the delivery of relevant information about the offered portfolio of IT services.

The main elements of advertising at the enterprise on the Internet are as follows: the site of the enterprise; SEO activities on the Internet; advertising on social networks. Let's look at each element in more detail.

The main means of advertising the company is a website, which also performs the functions of the face of LLC "IDEASOFT SOLUTIONS". The website is

registered with the company and has the following address: <https://ideasoft.io/>. The main purpose of the watch is to present the startup laboratory IdeasoftLab, which is owned by IDEASOFT SOLUTIONS. Also in the USA (Nevada), the company IdeasoftLab llc is registered, which is also owned by the owner of IDEASOFT SOLUTIONS LLC. The site has only the English language of the user interface, as it is aimed primarily at the target audience of foreign countries. The appearance of the website is given in Appendix B.

The structure of the website is made in a modern design. All graphic elements and sections of the site are placed within one page. Each element of the site is opened when you click on it. A vertical scroll bar is used to move to the site. The main menu of the site is located in the upper left corner.

Today the site of IDEASOFT SOLUTIONS LLC performs a representative function. According to the company's statistics, the number of contacts through the contact widget from the Internet site exceeds the share of all other ways of contacting customers with the company. The IT director of the enterprise is responsible for supporting the work of the site, and the director of marketing is responsible for its content. The dynamics of site traffic is shown in Fig. 1.6.

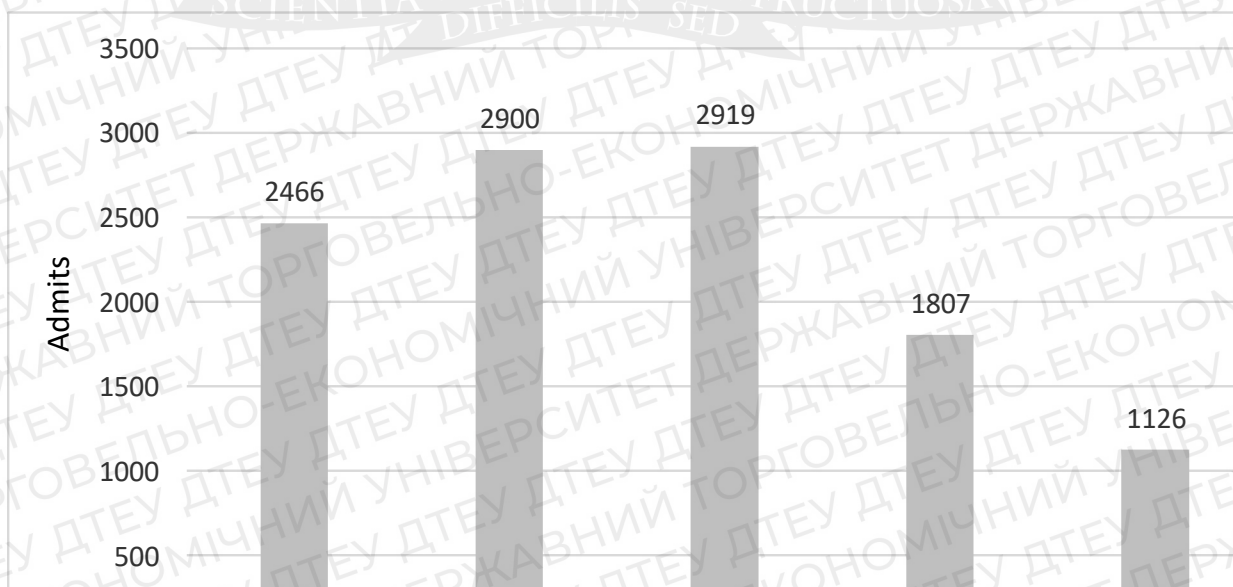


Fig. 1.6. Dynamics of site traffic of IDEASOFT SOLUTIONS LLC in November 2020 - April 2021, times

*\*compiled according to the resource SimilarWeb*

As the data of fig. 1.6, in general, we can observe a decrease in the level of traffic to the site of the enterprise, starting from November 2020. This may characterize the process of reducing the effectiveness of advertising the company on the Internet.

The main sections of the site, which have an advertising purpose (Appendix B), are as follows:

- About Us - here the main achievements of the company are revealed. The main task of the information provided on this page is to reveal to the site visitor the development potential of the startup laboratory. This page also lists the main awards the company has received during various competitions in the United States (Appendix B).

- An important section of the site "Services", which describes the main types of services provided by the company. The site contains only a brief description of the main services, but more detailed information is provided by the company's representatives only when interested visitors of the site apply by email or phone.

Characterizing the features of advertising the activities of the enterprise on the Internet, it is worth considering the sources of site traffic (Fig. 1.7).



Fig. 1.7. The structure of traffic sources of the site of IDEASOFT SOLUTIONS LLC in 2020, %

*\*compiled according to the resource SimilarWeb*

As the data of fig. 1.7, the vast majority of Internet users (65%) visited the company's website directly by links (Direct). Only 7% of users visited the site using search engines (including Google search). This indicates that most visitors get to the site through search engines and social networks.

It is also important to compare the intersection of the site impressions of IDEASOFT SOLUTIONS LLC with well-known Internet resources that contain information about IT companies.

*Table 1.11*

**Indicators of intersection of impressions of the site of LLC IDEASOFT SOLUTIONS with other sites - competitors**

Domen	Overcrossing the hits	Number of hits of IDEASOFT SOLUTIONS LLC "	Number of competitor impressions	Hit Rate, %
e-consulting.com.ua	2	10	2	82
it-consulting.kiev.ua	4	10	11	58
idcukraine.com	2	10	3	41
mega7svadba.ru	0	10	0	41
it-consulting.com.ua	10	10	27	38
pnn.com.ua	6	10	11	33

*\*compiled according to the resource SimilarWeb*

As the data of table. 1.11, the intersection of the site impressions of IDEASOFT SOLUTIONS LLC with other competing sites took place in 2020-2021, mainly under the domain it-consulting.com.ua.

However, one site is not enough to provide internet marketing communications. Therefore, IDEASOFT SOLUTIONS LLC also uses elements of advertising on the pages of web resources for IT companies, as well as advertising on social networks for the organization of external marketing communications in the Internet of enterprises.

The DOU website is an important web resource for posting information about IDEASOFT SOLUTIONS LLC. The appearance of the company's page on this site is given in Appendix C. Also on this resource is a promotional video about the activities



of the enterprise. The dynamics of the number of visitors to the enterprise page on DOU resources are given in table. 1.12.

Table 1.12

**The dynamics of the number of visitors to the enterprise page on DOU resources (2020-2021)**

Period	Number of visitors, ent	I.e.:		
		Companies	IT-partners	Recruiters
November 2020	10125	2228	4961	2936
December 2020	6144	2329	4151	3645
January 2021	5879	2126	3949	4050
February 2021	8451	2430	4253	3443
March 2021	9153	2835	3848	3443
April 2021	15678	3544	4253	2329

\*compiled according to the resource SimilarWeb

As you can see, the dynamics of the intensity of viewing the company's page on the DOU resource had a rather positive trend in the period from February to April 2021. At the same time, analyzing the structure of Internet users who viewed the company's page and read the advertising information, we can draw conclusions about the increase in the share of the corporate segment - visitors who are registered as companies on DOU resources (Fig. 1.8).

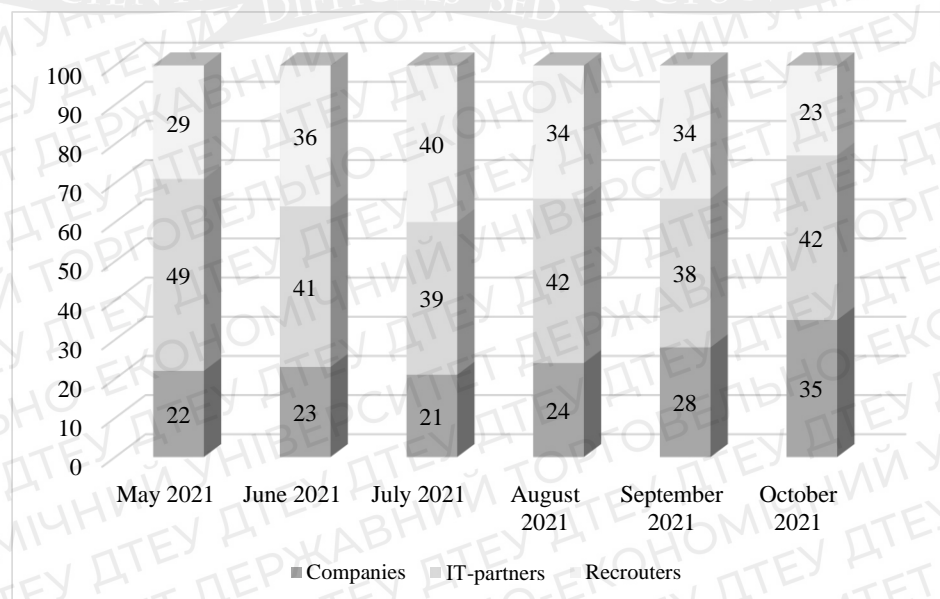


Fig. 1.8. The structure of visitors to the page of the company LLC

"IDEASOFT SOLUTIONS" on the resource DOU in 2020-2021., %

\* compiled according to the company

These data indicate that there is a growing interest in the company and its services from potential partners. In particular, a positive factor in the online media advertising of the company is the increase in the frequency and duration of viewing the company's video, which is published at: <https://jobs.dou.ua/companies/IdeasoftLab/>. Also, over the past six months, the number of likes for content and meaningful information from the video has increased significantly (Fig. 1.9).

In particular, the ratio of the number of likes to the number of views of the video has increased.

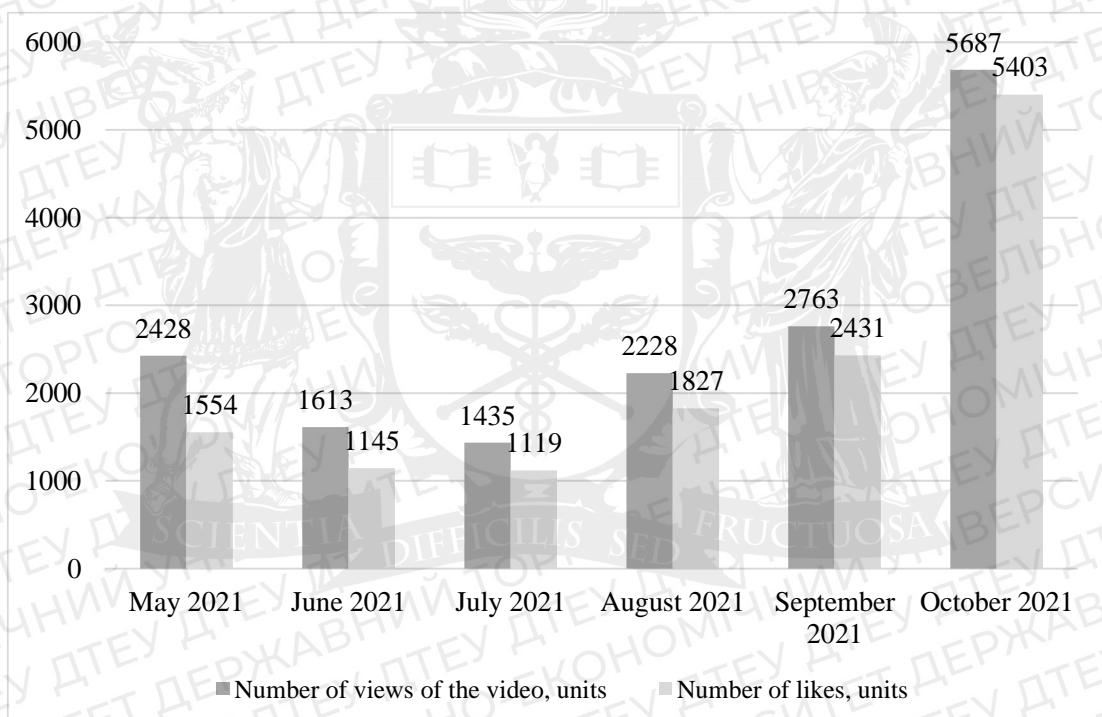


Fig. 1.9. Dynamics of the number of video views and likes for content on the DOU page in 2020-2021., %

\* compiled according to the company

Determining the effectiveness of the company's advertising activities in the process of forming its positive image involves determining the main indicators that characterize the results of advertising on the site and on the DOU page. An important indicator that expresses the effectiveness of the use of Internet advertising as an influential tool for creating a positive image in the IT sector, is the conversion rate of the site. Its dynamics are given in table. 1.13.

Table 1.13

**Dynamics of the conversion rate of the site and page DOU for LLC  
"IDEASOFT SOLUTIONS" in 2020-2021.**

Period	The total number of site visitors and DOU pages	Number of communications after visiting the site, units	Satie conversion rate, %
A	B	C	D = C / B
November 2020	12591	221	0,0175
December 2020	9044	120	0,0132
January 2021	8798	101	0,0115
February 2021	10258	95	0,0093
March 2021	10279	208	0,0202
April 2021	16921	359	0,0212

\* compiled according to the company

As the data of table. 1.13, in general, the value of the conversion rate of the site in terms of the number of contacts after visiting the site tended to decrease during November 2020-February 2021. In February-April 2021, this figure began to grow. Graphically, the dynamics of the conversion rate is shown in Fig. 1.10.

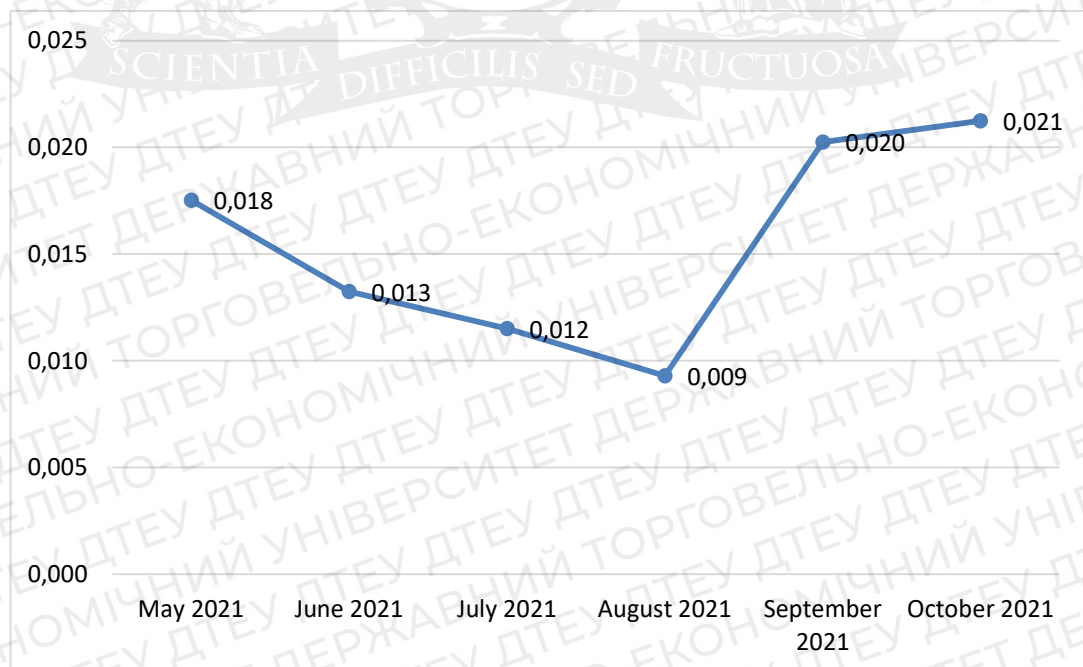


Fig. 1.10. Dynamics of the conversion rate of the site and page DOU for LLC

**"IDEASOFT SOLUTIONS"**

\* Compiled according to the company

It can be concluded that the decrease in site traffic and DOU page in November-December 2020 for IDEASOFT SOLUTIONS LLC was not a sign of reduced effectiveness of online advertising, but could indicate an increase in the level of focus of site visitors - ie, reducing the number of visitors expressed a desire to establish contacts with the company. This is evidenced by the growing share of the corporate segment of visitors (companies that are registered on the Internet) in the overall structure of visitors to the company's website and its page on the DOU resource.

Thus, it is possible to make a conclusion that the main elements of the formation of a positive enterprise are a number of criteria that describe the sale of IT services, their promotion. IDEASOFT SOLUTIONS LLC is inferior to almost all its competitors in terms of competitiveness. The main means of advertising the company is a website, which also performs the functions of the face of LLC "IDEASOFT SOLUTIONS". The main purpose of the watch is to present the Litslink startup laboratory, which is owned by IDEASOFT SOLUTIONS LLC. The vast majority of Internet users (65%) visited the company's website directly via links (Direct). Only 7% of users visited the site using search engines (including Google search). The DOU website is an important web resource for posting information about IDEASOFT SOLUTIONS LLC. At the same time, analyzing the structure of Internet users who viewed the company's page and read the advertising information, we can draw conclusions about the increase in the share of the corporate segment - visitors who are registered as companies on DOU resources. A positive factor in the online media advertising of the company is the increase in the frequency and duration of viewing the company's video. Also, over the past six months, the number of likes for content and meaningful information from the video has increased significantly. The ratio of the number of likes to the number of views of the video has increased.

### **Conclusions to section 1**

Based on the results of the study we can draw the following conclusions:

According to the financial statements, LLC «IDEASOFT SOLUTIONS» was profitable. The amount of net profit tended to 752 in 2017 by 752 thousand UAH, in

2018 - the value of this indicator increased by 204 thousand UAH, in 2020 - by 1574 thousand UAH, in 2021 - 992 thousand UAH. The volume of short-term borrowed capital of the enterprise tended to decrease during 2017-2021. In 2018 the volume of current liabilities decreased by 1031 thousand UAH, in 2020 - by 118 UAH, in 2021 – its value has been increased by 8883 thousand UAH. From the data of table 1.2 we can see that the liabilities of the enterprise consist mainly of equity, which occupies a major share in the overall structure of sources of financial security of the enterprise. However, during 2017-2018, there was a tendency to reduce equity due to a decrease in retained earnings.

Based on the info received from company, in 2016 the volume of services provided to contractors from USA amounted to 36782 thousand UAH. In 2021, the volume of services provided to this country amounted to 31789 thousand UAH. Instead, there was a reduction in the provision of services to contractors from Italy. Exports to Italy drop down by 78.1% during 2020-2021. The main cause of this case was coronavirus pandemic and restrictions from Italy government for relocation the IT staff from Ukraine. The specific of contract between the company and Italian Customer referred out staffing and no any ability to keep working remotely. Level of costs profitability had no strict dynamics. Along the period from 2016 this indicator decreased from 59.2% to 50.4%. At the same time level of services profitability decreased from 37.2% to 33.5%. In 2021 costs profitability has grown up to 61.7% and services profitability up to 38.2%.

IDEASOFT SOLUTIONS LLC is inferior to almost all its competitors in terms of competitiveness. The main means of advertising the company is a website, which also performs the functions of the face of LLC "IDEASOFT SOLUTIONS". The main purpose of the watch is to present the Litslink startup laboratory, which is owned by IDEASOFT SOLUTIONS LLC. The vast majority of Internet users (65%) visited the company's website directly via links (Direct). Only 7% of users visited the site using search engines (including Google search). The DOU website is an important web resource for posting information about IDEASOFT SOLUTIONS LLC.

## SECTION 2

### IMPROVING THE EFFECTIVENESS OF THE ADVERTISING POLICY OF THE COMPANY LLC "IDEASOFT SOLUTIONS" IN FOREIGN MARKETS

#### 2.1. Substantiation of directions of improvement of advertising policy of the enterprise of LLC IDEASOFT SOLUTIONS in foreign markets

In the context of a coronavirus pandemic, it is necessary for the company to change the strategic priorities of development, strengthening the marketing tools of image policy in the foreign market. Already in 2022, according to the company's management, it will face a shortage of large projects and will have to look for ways to strengthen digital communications. A key role in this process should be given to alternative technologies of digital advertising technologies.

The main types of alternative means of digital advertising that can be used by the company are shown in Fig. 2.1.

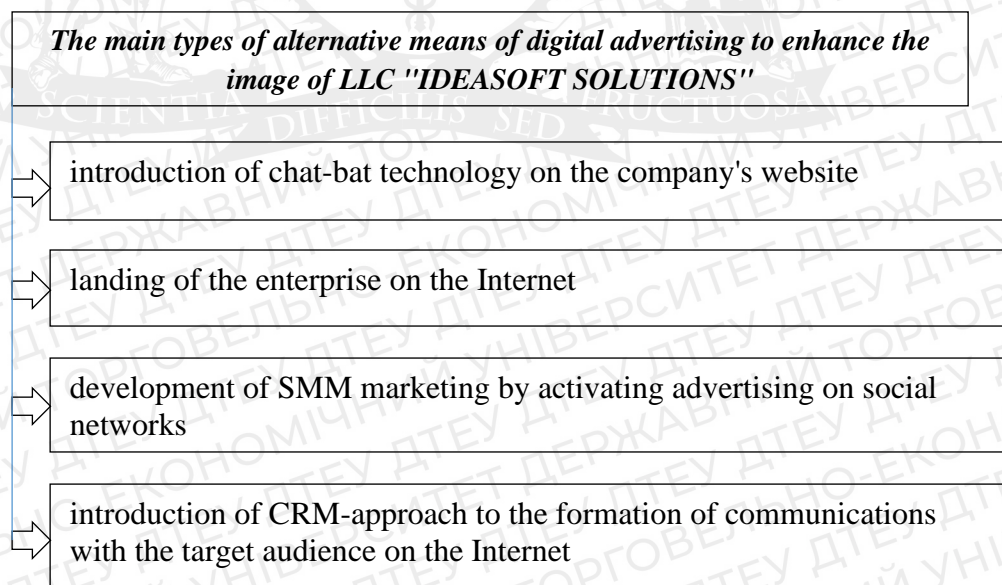


Fig. 2.1. The main types of alternative means of digital advertising that can be used LLC "IDEASOFT SOLUTIONS" to enhance the image

\* developed by the author

Characterizing the possibilities of using the figures shown in Fig. 2.1 alternative means of digital advertising, we note that today the company LLC

"IDEASOFT SOLUTIONS", as mentioned in section 2, uses as advertising means of image formation its own site and page on the resource DOU.

Chatbot technology has proven itself on the positive side. To implement this technology, the company LLC "IDEASOFT SOLUTIONS" has all the necessary prerequisites (Table 2.1).

*Table 2.1*

**Conceptual scheme of introduction of chat-bot technology to strengthen the image of IDEASOFT SOLUTIONS LLC on the Internet**

<i>Introduction of chatbot technology</i>	<i>Tasks that will be solved by the "chat bot"</i>	<i>Available resources for each task</i>	<i>Expected results from the implementation of chat-bot implementation tasks</i>
Development of an automatic support bot that will answer typical questions of site visitors	Reduce the time to obtain the necessary information	The company's website, development team, experience in developing complex solutions	Reducing the cost of telephone communications, increasing the level of awareness of the target audience about the company's IT services
	Ability to form a dialogue aimed at expanding the sales funnel	Availability of business analysts who can write scripts for dialogues	Increasing the number of effective contacts, which will increase sales of services
	Obtaining information about site visitors that can be used for other means of digital advertising	To group the received information, the company needs to implement a CRM system	Additional information, in particular - phone number, email received by the chatbot, can be used for advertising on social networks

\* developed by the author

It is also important to give a possible version of the chatbot visualization, which is proposed to be implemented at the enterprise. For this purpose, the Bizage platform was used, which allows you to create a variety of MockUp (layouts) for technological solutions. An example of a MockUp chatbot is shown in Fig. 2.1.

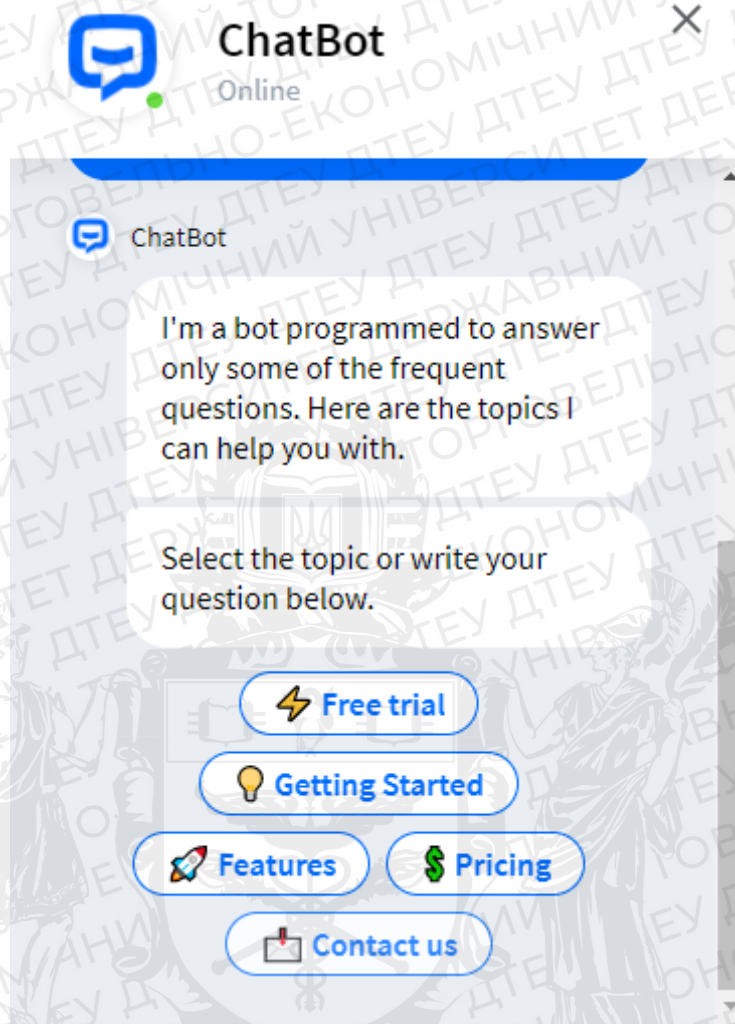


Fig. 2.2. Sample MockUp chatbot for implementation on the website of  
IDEASOFT SOLUTIONS LLC

\* developed by the author

As you can see, the chatbot will perform the function of passive Internet advertising for the researched enterprise. The main categories for which information will be provided, it is proposed to choose the following: possible options for obtaining discounts, options for implementing various software at the request of customers, features of the company's services and prices.

The next important means of digital advertising, which will significantly strengthen the image of the enterprise, is the introduction of landing page technology. In online marketing, landing is a page specifically designed for a marketing campaign to generate and convert traffic. In this view, a site's homepage cannot be considered a



landing page because it is not designed to drive traffic from a specific advertising campaign. The main characteristics of the landing page for advertising the services of the company LLC "IDEASOFT SOLUTIONS" are given in table. 2.2.

Table 2.2

**The main characteristics of the landing page for advertising the services of the company LLC "IDEASOFT SOLUTIONS"**

<i>Parameters</i>	<i>Current website of IDEASOFT SOLUTIONS LLC</i>	<i>Designed landing page for advertising on the Internet</i>
Number of pages	> 1	one-page format
Information	All the information that visitors may need	Details on specific types of IT services
Functionality	It can have numerous modules and functions	It will consist only of text, images, CTA-buttons and ice-forms
Navigation	All pages are available	Will have limited navigation
Goal	Representation of the company and its mission, sale of goods and services	Generation of leads on the Internet

\* developed by the author

A sample of the landing side, which is planned to be used for lidogeneration, is shown in Fig. 2.3.

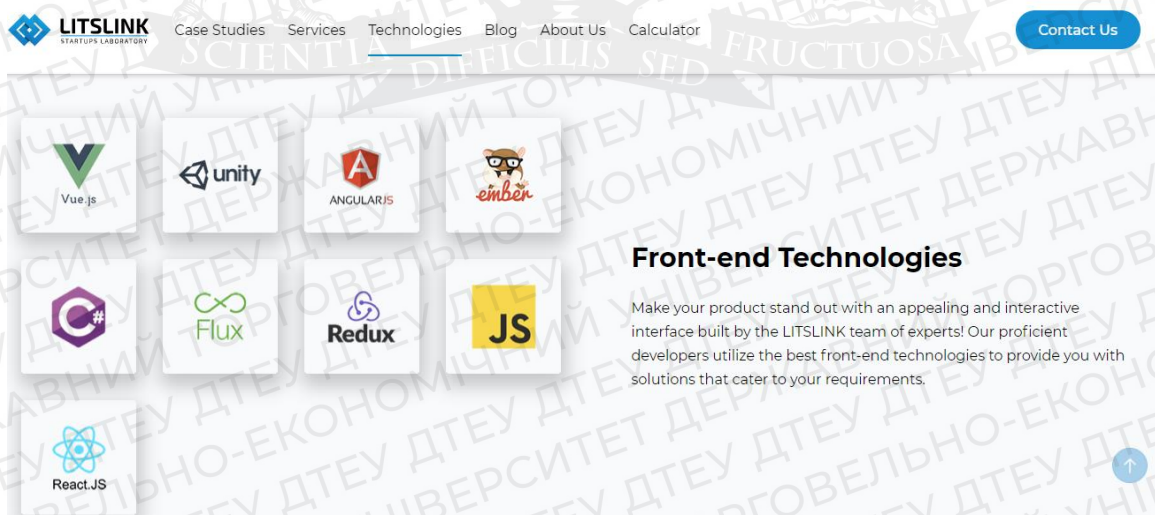


Fig. 2.3. Sample landing page to be used for lidogeneration of IDEASOFT SOLUTIONS LLC

\* developed by the author

The landing page contains a set of technologies by which the company can provide services for the design of IT solutions. To ensure landing, you should use

contextual advertising on the Internet or email-mailings. The landing page will be used to describe only the main offers of the company's services.

The landing page must also be linked to the site so that it highlights specific important elements focused on conversion. However, it does not plan to place navigation buttons or other links. The main purpose of this page will be to strengthen the image and increase the number of potential customers.

To strengthen the advertising influence on the formation of a positive image, you should use pages on social networks. However, to increase the effectiveness of their content management, as well as to collect information from the chatbot and landing page, it is proposed to implement a small CRM-system Bitrix24, which will be integrated with both the site and ARI-interfaces of social networks (SMM-advertising) . It is proposed to choose such social networks as LinkedIn and FaceBook for integration with Bitrix24, as they currently concentrate a fairly large target audience of potential consumers of IT services.

In order to implement these measures, a program for the implementation of CRM-system was formed (Table 2.3).

Table 2.3

**Program for implementation of CRM-system and SMM-advertising measures**

<i>The purpose of the CRM system implementation program and SMM advertising measures</i>	<i>Tasks</i>	<i>Terms</i>	<i>Expected results</i>
1	2	3	3
Introduction of means of strengthening the advertising information impact on the target audience on the Internet	1. Formation of database projects (DB) for the accumulation of information about potential customers and visitors to the site, landing page and social networks	Jan-Feb. 2022	Expansion of the funnel of sales of services due to the growth of lidogeneration
	2. Configuration of CRM-system Bitrix24 according to the requirements of the enterprise	Feb - Ber. 2022	
	3. Development of integration (interaction) between Bitrix24 and the site, landing page and social networks LinkedIn and FaceBook	Feb - Ber. 2022	

continuation of the table. 2.3

1	2	3	3
Implementation of loyalty programs for IT ambassador consumers through the development of a personal account	Implementation of loyalty programs for IT ambassador consumers through the development of a staff accent	Jan-Feb. 2022	Strengthening the level of loyalty to the company's brand
	Implementation of loyalty programs for IT ambassador consumers through the development of a staff accent	Feb - Ber. 2022	
	Implementation of loyalty programs for IT ambassador consumers through the development of a staff accent	Feb - Ber. 2022	

\* developed by the author

The CRM system must have a "Personal Cabinet" option. Thanks to registration, each of the company's customers will have the opportunity to individually access discounts on various services and other site mechanics with a given login and password. Individual access is also needed to maintain feedback from consumers, which will control the work and optimize the site.

Communication and interaction with the consumer through the social networks LinkedIn and FaceBook will help to get feedback about the services. This opens the possibility of timely response to errors and problems of advertising campaigns on the Internet.

Thus, in this issue the directions of improvement of digital advertising with the use of modern digital platforms and approaches to search engine optimization on the Internet, activation of advertising activity of IDEASOFT SOLUTIONS LLC in social networks were substantiated. It was proposed for the company to completely abandon physical events and consider options for landing advertising, implementation of chatbots and CRM-system to enhance lead generation and increase the level of loyalty of the target audience. Such approaches to the organization of the image-building process are already being actively implemented by many software companies in connection with the coronavirus pandemic. In March 2021, most of the world's major event companies, which held exhibitions in the field of IT technology (as well as other areas), were forced to significantly postpone or cancel their activities. Instead, they began to actively invest in the development of virtual event

platforms. To enhance the effectiveness of their content management, as well as to collect information from the chatbot and landing page, it is proposed to implement a small CRM-system Bitrix24, which will be integrated with both the site and ARI-interfaces of social networks (SMM-advertising). It is proposed to choose such social networks as LinkedIn and FaceBook for integration with Bitrix24, because they currently concentrate a fairly large target audience of potential consumers of IT services.

## **2.2. Development of a set of measures to increase the effectiveness of the advertising policy of the company LLC "IDEASOFT SOLUTIONS" in foreign markets**

To form an advertising campaign of the company LLC "IDEASOFT SOLUTIONS" it is necessary to develop its program, which includes the following stages: 1) definition of the target audience; 2) definition of tools for advertising the company and its services; 3) formation of a media plan of advertising activities and their budget.

In our opinion, conducting an advertising campaign in the segment of large IT outsourcers and domestic companies is impractical, because to obtain a share in large projects requires other means of communication (personal meetings, presentations, participation in exhibitions, etc.). Presenting services to a large customer through online advertising will be an ineffective step. Therefore, the target audience for the advertising campaign, in our opinion, should be chosen international clients - medium and small enterprises that need assistance in implementing digital technologies in their activities. The following types of services are mainly interesting for such clients: 1) development of mobile applications; 2) site development; 3) development of means of integration of sites and mobile applications with payment, accounting and trading systems; 4) implementation of CRM-systems with their configuration and staff training.

To form a program for the implementation of the advertising campaign, it is also necessary to identify its main tools. Based on reasonable proposals for the possibility



\* developed by the author

The next step is to form an advertising budget and investment budget for the development of digital advertising. For this purpose, the indicators of prices for work in the IT sector were used, as well as the average market indicators of the cost of placing advertising messages on the Internet. The budget of the advertising campaign is given in table. 2.5.

Table 2.5

**Cost budget for the advertising campaign of IDEASOFT SOLUTIONS LLC in**

**2022**

Advertising tools	Costing	The total number of placements of advertising messages per year, times	The cost of advertising, UAH	
			Price for 1 accommodation, UAH / unit	The total amount for 2022, UAH
1	2	3	4	5
SEO site enterprise	The average market prices for SEO services are taken	24	2600	62400
SEO landing page	The average market prices for SEO services are taken	72	2350	169200
Posting notifications on Facebook	Determined on the basis of the cost of 1 hour. Content manager (4 hours for the 1st notification). The cost of 1 hour is 450 hryvnias.	18	1800	32400
Posting notifications on LinkedIn	The average market prices for SEO services are taken	12	1250	15000
Sending personal messages in the personal account of the site	Determined on the basis of the cost of 1 hour. Content manager (2 hours for the 1st publication). The cost of 1 hour is 450 hryvnias.	48	900	43200
Placement of banner advertising	Determined on the basis of the cost of 1 hour. Content manager (1 hour for 1 publication). The cost of 1 hour is 450 hryvnias.	48	450	21600

Total	222	x	343800
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\* developed by the author

Thus, based on the calculations, it was determined that the budget of the advertising campaign in 2022 will be 343.8 thousand UAH. However, it is also worth determining the cost of investment in the implementation of alternative digital advertising tools, which were justified in the previous question. Estimation of the investment budget is given in table. 2.6.

Table 2.6

**Investment budget for the introduction of alternative means of digital advertising at the company "IDEASOFT SOLUTIONS" in 2022**

Approach	Tasks	Amount of time, hhours	Cost of 1 hour of work (UAH / hour)	Amount. UAH
Implementation of Bitrix24 CRM system	1. Formation of a database project (DB) for the accumulation of information about potential customers and visitors to the site, landing page and social networks	26	700	18200
	2. Configuration of CRM-system Bitrix24 according to the requirements of the enterprise	18	700	12600
	3. Development of integration (interaction) between Bitrix24 and the site, landing page and social networks LinkedIn and FaceBook	56	1050	58800
Implementation of loyalty programs for IT ambassador consumers through the development of a personal account	1. Development of a personal account project	40	700	28000
	2. Development of mechanisms for push notifications in the personal account of users	82	1050	86100
	3. Testing and launching a personal account	24	1050	25200
Development of a chatbot and a landing page	1. Collection of requirements and formation of Use Case and User stories, ERD-diagrams	36	700	25200
	2. Development	90	1050	94500
	3. Testing and commissioning	15	1050	15750

<b>Total</b>	287	x	364500
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*\* developed by the author*

Based on the calculations, it was determined that the budget of investment costs for the introduction of alternative means of digital advertising at the company "IDEASOFT SOLUTIONS" in 2022 will be 364.5 thousand UAH.

### **2.3 Forecast assessment of the effectiveness and impact of the proposed measures on the results of LLC "IDEASOFT SOLUTIONS"**

The forecast assessment of the effectiveness of IDEASOFT SOLUTIONS LLC as a result of the implementation of the proposed marketing measures involves determining the indicators of the Statement of financial performance for 2021-2025, taking into account the proposed measures and without them, based on the following hypotheses:

- planning of income and expenses should be carried out based on existing trends and the expected volume of possible growth of activities due to the export of services;
- planned revenues will increase due to additional exports of services, which may amount to up to 10% of revenue;
- investment costs for the advertising campaign in Poland will be amortized for 2 years.

Also, in order to forecast, it is necessary to first determine the budget of costs for the implementation of measures. In estimating the costs, the information from the previous section 2.2 was used. The consolidated budget of investment costs for the implementation of the proposed measures is given in table. 2.6.

*Table 2.6*

#### **Budget of expenses for implementation of the marketing program of advertising activity and substantiation of possible results from its realization**

<i>Costs in the areas of implementation of the marketing program</i>	<i>Expenditure budget, thousand UAH</i>	<i>Justification of the impact of measures on income</i>
Development of a chatbot and a landing page	Software development costs - 135.5 th. UAH	Additional revenue growth due to increased exports of services: - by 2% in 2022.



		- by 3% in 2023; - by 5% in 2024-2025.
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continue the tab. 2.5

<i>Costs in the areas of implementation of the marketing program</i>	<i>Expenditure budget, thousand UAH</i>	<i>Justification of the impact of measures on income</i>
Implementation of CRM-system	Formation of the project of a database (DB) - 18,2 thousand UAH; Configuration of Bitrix24 CRM system - UAH 12.6 thousand; Development of integration - 58.8 thousand UAH.	Increasing the efficiency of advertising communications will enable the activation of the sales funnel, which will increase revenues in 2022-2025 by an additional 3%.
Implementation of loyalty programs for IT ambassador consumers through the development of a personal account	Development of mechanisms for push notifications - UAH 86.1 thousand; Development of the project of a personal account - 28,0 thousand UAH; Testing - 25.2 thousand UAH	Increasing the flexibility of pricing policy will also affect the increase in demand, which will increase revenues in 2022-2025 by an additional 3%.

\* developed by the author

Subsequently, a retrospective forecast of financial results of LLC "IDEASOFT SOLUTIONS" for 2021-2025 was formed (Table 2.6).

Table 2.6

### **Retrospective forecast of financial results of LLC "IDEASOFT SOLUTIONS" for 2021-2025**

Indicators	Legend	Forecast, th				
		2021	2022	2023	2024	2025
1	2	3	4	5	6	7
Net income from sales, RV	Extrapolation method: the indicator of the reporting period was multiplied by the growth rate	103172	110264	117843	125944	134601
Cost of goods sold, JI	$COGs = COGfact / RVfact * RVplan$	71167	76059	81288	86876	92848
Gross profit, GP	$GP = RV - COGs$	32004	34204	36555	39068	41754

continue the tab. 2.6

1	2	3	4	5	6	7
Other operating income, IOD	Extrapolation method: the indicator of the reporting period was multiplied by the growth rate	2528	2641	2759	2883	3012
Administrative costs, AB		7246	7316	7386	7457	7529
Sales costs, GOGs		5829	6023	6223	6430	6644
Other operating expenses, IOB		949	964	979	995	1011
Financial results from operating activities, Frod	$Frod = GP + IOD - AB - COGs - IOB$	20508	22543	24726	27069	29583
Other income, ID	$IDpl = IDfact / RVfact * IDplan$	250	267	285	305	326
Financial costs, FC	Remained at the level of 2020	1415	1415	1415	1415	1415
Other costs, OC	$OCpl = OCfact / RVfact * OCpl$	1059	1132	1210	1293	1382
Financial results before tax, FZdoopd	$FZdoopd = Frod + ID + - FC - OC$	18284	20263	22387	24666	27112
Expenses (income) from income tax	$Tx = 18\% * FZdoopd$	3291	3647	4030	4440	4880
Net profit	$PRnet = FZdoopd - Tx$	14993	16616	18357	20226	22232

\* developed by the author

Projected revenues, other operating income, administrative expenses, sales expenses and other operating expenses are determined based on extrapolation of actual growth rates for the forecast period. Indicators of cost, other items of income and expenses, other than financial expenses, are determined by their ratio to sales.

Perspective forecast of financial results of LLC "IDEASOFT SOLUTIONS" as a result of expansion of export markets for 2021-2025 is given in table. 2.7.

Table 2.7

**Perspective forecast of financial results LLC «IDEASOFT SOLUTIONS» for 2021-2025**

Indicators	Forecast				
	2021	2022	2023	2024	2025
1	2	3	4	5	6
Net income from sales, RV	103172	126876	157471	199030	251557

Cost of goods sold, JI	71167	87518	108623	137290	173523
Gross profit, VP	32004	39357	48848	61740	78034

continue the tab. 2.7

1	2	3	4	5	6
Other operating income, IOD	2528	2641	2759	2883	3012
Administrative costs, AB	7246	7316	7386	7457	7529
Sales costs, GOGs	5829	6023	6223	6430	6644
Other operating expenses, IOB	949	964	979	995	1011
Financial results from operating activities, Frod	20508	27696	37019	49741	65863
Other income, ID	250	307	381	482	609
Financial costs, FC	1415	1415	1415	1415	1415
Other costs, OC	1059	1302	1616	2043	2582
Costs for the implementation of advertixing optimizing activities	-	364,5	364,5	364,5	364,5
Financial results before tax, FZdoopd	18284	24921	34004	46400	62110
Expenses (income) from income tax	3291	4486	6121	8352	11180
Net profit	14993	20435	27883	38048	50930

\* developed by the author

In the table. 2.7 shows a long-term forecast, taking into account all the proposed measures. To do this, it is taken into account that the amount of income of the enterprise due to the implementation of the proposed measures should increase to the forecast rate of change, which are listed in table. 2.5, not taking into account the existing retrospective rate of their change.

The volume of economic effect from the implementation of the proposed measures is found as the difference between the two types of forecasts of net profit of the enterprise - from the long-term forecast subtract the retrospective forecast (Table 2.8).

Table 2.8

**Forecast of economic effect from the implementation of measures to improve the formation of the organizational structure, thousand UAH**

Indicators	Legend	2021	2022	2023	2024	2025
1	2	3	4	5	6	7

Net profit without implementation of improvements, thousand UAH	NP <sub>0</sub>	14993	16616	18357	20226	22232
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continue the tab. 2.8

1	2	3	4	5	6	7
Net profit taking into account the implementation of improvements, thousand UAH	NP <sub>1</sub>	14993	20435	27883	38048	50930
Economic effect, thousand UAH	E = NP <sub>0</sub> - NP <sub>1</sub>	-	3820	9526	17822	28698

\* developed by the author

Thus, as a result of the proposed measures there will be a planned increase in net profit by 3820 thousand UAH. in 2022, 9526 thousand UAH. in 2023, 17822 thousand UAH. in 2024, 28698 thousand UAH. in 2025. In 2021, the company will not receive the effect, as the implementation of measures is planned for 2022.

Also in this question we will calculate forecast indicators of efficiency of export of services (tab. 2.9).

Table 2.9

**Forecast of efficiency indicators of export of services of LLC IDEASOFT SOLUTIONS in 2021-2025.**

Indicators	Legend	FACT	Forecast				
			2021	2022	2023	2024	2025
1	2	3	4	5	6	7	8
Income from exports, thousand UAH	E	85917	91823	112919	140149	177137	223886
The cost of exports, thousand UAH	C <sub>g</sub>	50785	58193	71563	88820	112261	141889
Costs for the implementation of marketing activities, thousand UAH	C <sub>o</sub>	2345	2350	2428	2509	2593	2679
Total costs for the implementation of foreign economic activity, thousand UAH	TC = C <sub>g</sub> + C <sub>o</sub>	53130	60543	73991	91329	114854	144568

FEA effect, thousand UAH	$E_{fta} = E - TC$	32787	31280	38928	48820	62283	79318
The effectiveness of foreign economic activity	$Ke = E / TC$	1,617	1,517	1,526	1,535	1,542	1,549

*\* developed by the author*

Thus, in the planning period (2022-2025) there will be a gradual increase in the efficiency of foreign trade - it will increase from 1,617 in 2022 to 1,549 in 2025.

### Conclusion to section 3

It was proposed for the company to completely abandon physical events and consider options for landing advertising, implementation of chatbots and CRM-system to enhance lead generation and increase the level of loyalty of the target audience. Such approaches to the organization of the image-building process are already being actively implemented by many software companies in connection with the coronavirus pandemic. Based on the calculations, it was determined that the budget of investment costs for the introduction of alternative means of digital advertising at the company "IDEASOFT SOLUTIONS" in 2022 will be 364.5 thousand UAH.

Presenting services to a large customer through online advertising will be an ineffective step. Therefore, the target audience for the advertising campaign, in our opinion, should be chosen international clients - medium and small enterprises that need assistance in implementing digital technologies in their activities.

Projected revenues, other operating income, administrative expenses, sales expenses and other operating expenses are determined based on extrapolation of actual growth rates for the forecast period. Indicators of cost, other items of income and expenses, other than financial expenses, are determined by their ratio to sales. Thus, as a result of the proposed measures there will be a planned increase in net profit by 3820 thousand UAH. in 2022, 9526 thousand UAH. in 2023, 17822 thousand UAH. in 2024, 28698 thousand UAH. in 2025. In 2021, the company will not receive the effect, as the implementation of measures is planned for 2022. In the

planning period (2022-2025) there will be a gradual increase in the efficiency of foreign trade - it will increase from 1,617 in 2022 to 1,549 in 2025.



## CONCLUSIONS AND PROPOSALS

The volume of assets tended to gradually decrease during 2017-2020. The liabilities of the enterprise consist mainly of equity, which occupies the main share in the overall structure of sources of financial security of the enterprise. It has been determined that the level of solvency of the enterprise is very high, as current assets are almost four times higher than current liabilities. The value of the financial leverage ratio is not high, as the company is financed mainly by its own current assets. The decrease in the duration of operating and financial cycles indicates that the company gradually optimized the composition of assets in the direction of reducing their standards. In particular, the decrease in this indicator was especially noticeable in 2019-2020 due to a significant reduction in the repayment period of receivables of customers of the enterprise. The repayment period of accounts payable increased slightly. The company was profitable due to the high profitability of IT services in domestic and foreign markets.

It is possible to make a conclusion that the main elements of the formation of a positive enterprise are a number of criteria that describe the sale of IT services, their promotion. IDEASOFT SOLUTIONS LLC is inferior to almost all its competitors in terms of competitiveness. The main means of advertising the company is a website, which also performs the functions of the face of LLC "IDEASOFT SOLUTIONS". The main purpose of the watch is to present the Litslink startup laboratory, which is owned by IDEASOFT SOLUTIONS LLC. The vast majority of Internet users (65%) visited the company's website directly via links (Direct). Only 7% of users visited the site using search engines (including Google search). The DOU website is an important web resource for posting information about IDEASOFT SOLUTIONS LLC. At the same time, analyzing the structure of Internet users who viewed the company's page and read the advertising information, we can draw conclusions about the increase in the share of the corporate segment - visitors who are registered as companies on DOU resources. A positive factor in the online media advertising of the

company is the increase in the frequency and duration of viewing the company's video. Also, over the past six months, the number of likes for content and meaningful information from the video has increased significantly. The ratio of the number of likes to the number of views of the video has increased.

It is possible to make a conclusion that the main elements of the formation of a positive enterprise are a number of criteria that describe the sale of IT services, their promotion. IDEASOFT SOLUTIONS LLC is inferior to almost all its competitors in terms of competitiveness. The main means of advertising the company is a website, which also performs the functions of the face of LLC "IDEASOFT SOLUTIONS". The main purpose of the watch is to present the Litslink startup laboratory, which is owned by IDEASOFT SOLUTIONS LLC. The vast majority of Internet users (65%) visited the company's website directly via links (Direct). Only 7% of users visited the site using search engines (including Google search). The DOU website is an important web resource for posting information about IDEASOFT SOLUTIONS LLC. At the same time, analyzing the structure of Internet users who viewed the company's page and read the advertising information, we can draw conclusions about the increase in the share of the corporate segment - visitors who are registered as companies on DOU resources. A positive factor in the online media advertising of the company is the increase in the frequency and duration of viewing the company's video. Also, over the past six months, the number of likes for content and meaningful information from the video has increased significantly. The ratio of the number of likes to the number of views of the video has increased.

The directions of improvement of digital advertising were substantiated with the use of modern digital platforms and approaches to search engine optimization on the Internet, activation of advertising activity of IDEASOFT SOLUTIONS LLC in social networks. It was proposed for the company to completely abandon physical events and consider options for landing advertising, implementation of chatbots and CRM-system to enhance lead generation and increase the level of loyalty of the target audience. Such approaches to the organization of the image-building process are already being actively implemented by many software companies in connection with



the coronavirus pandemic. In March 2021, most of the world's major event companies, which held exhibitions in the field of IT technology (as well as other areas), were forced to significantly postpone or cancel their activities. Instead, they began to actively invest in the development of virtual event platforms. To enhance the effectiveness of their content management, as well as to collect information from the chatbot and landing page, it is proposed to implement a small CRM-system Bitrix24, which will be integrated with both the site and ARI-interfaces of social networks (SMM-advertising). It is proposed to choose such social networks as LinkedIn and FaceBook for integration with Bitrix24, because they currently concentrate a fairly large target audience of potential consumers of IT services.

In our opinion, conducting an advertising campaign in the segment of large IT outsourcers and domestic companies is impractical, because to obtain a share in large projects requires other means of communication (personal meetings, presentations, participation in exhibitions, etc.). Presenting services to a large customer through online advertising will be an ineffective step. Therefore, the target audience for the advertising campaign, in our opinion, should be chosen international clients - medium and small enterprises that need assistance in implementing digital technologies in their activities. The following types of services are mainly interesting for such clients: 1) development of mobile applications; 2) site development; 3) development of means of integration of sites and mobile applications with payment, accounting and trading systems; 4) implementation of CRM-systems with their configuration and staff training. Based on the calculations, it was determined that the budget of investment costs for the introduction of alternative means of digital advertising at the company "IDEASOFT SOLUTIONS" in 2022 will be 364.5 thousand UAH.

Projected revenues, other operating income, administrative expenses, sales expenses and other operating expenses are determined based on extrapolation of actual growth rates for the forecast period. Indicators of cost, other items of income and expenses, other than financial expenses, are determined by their ratio to sales. Thus, as a result of the proposed measures there will be a planned increase in net

profit by 3820 thousand UAH. in 2022, 9526 thousand UAH. in 2023, 17822 thousand UAH. in 2024, 28698 thousand UAH. in 2025. In 2021, the company will not receive the effect, as the implementation of measures is planned for 2022. In the planning period (2022-2025) there will be a gradual increase in the efficiency of foreign trade - it will increase from 1,617 in 2022 to 1,549 in 2025.



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## Appendix A

Дата (рік, місяць, число)	КОДИ	
	2017	01
Підприємство: Товариство з обмеженою відповідальністю "Ідеясофт Солюшнс" за ЄДРПОУ	43544836	
Територія: Україна за КОАТУУ	3211600000	
Організаційно-правова форма господарювання: Товариство з обмеженою відповідальністю за КОПФГ	240	
Вид економічної діяльності: діяльність у сфері комп'ютерного програмування за КВЕД	62.01	

Середня кількість працівників: 48

Адреса, телефон: 64300, Харківська обл., місто Ізюм(з), вул.Соборна, будинок 57, квартира 23

Одиниця виміру: тис.грн. без десяткового знака (окрім розділу IV Звіту про фінансові результати (Звіту про сукупний дохід) (форма N 2), грошові показники якого наводяться в гривнях з копійками)

Складено (зробити позначку «v» у відповідній клітинці):

за положеннями (стандартами) бухгалтерського обліку

за міжнародними стандартами фінансової звітності

V
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**БАЛАНС**  
(Звіт про фінансовий стан)  
на 31 грудня 2016 р.

Форма № 1

Код за ДКУД

1801001

Актив	Код рядка	На початок звітного періоду	На кінець звітного періоду
1	2	3	4
<b>I. Необоротні активи</b>			
Нематеріальні активи	1000	8	10
первісна вартість	1001	381	507
накопичена амортизація	1002	365	490
Незавершені капітальні інвестиції	1005	211	280
Основні засоби	1010	8 400	11 322
первісна вартість	1011	13 524	17 314
знос	1012	3 259	4 339
Інвестиційна нерухомість	1015	14 673	19 268
Довгострокові біологічні активи	1020	-	-
Довгострокові фінансові інвестиції:		-	-
які обліковуються за методом участі в капіталі інших підприємств	1030	-	-
інші фінансові інвестиції	1035	-	-
Довгострокова дебіторська заборгованість	1040	-	-
Відстрочені податкові активи	1045	714	946
Інші необоротні активи	1090	-	-
<b>Усього за розділом I</b>	<b>1095</b>	<b>9333</b>	<b>12559</b>
<b>II. Оборотні активи</b>			
Запаси	1100	70	95
Поточні біологічні активи	1110	-	-
Дебіторська заборгованість за продукцію, товари, роботи, послуги	1125	5 268	7 095
Дебіторська заборгованість за розрахунками:		-	-
за виданими авансами	1130	-	-
з бюджетом	1135	113	152
у тому числі з податку на прибуток	1136	-	-
Інша поточна дебіторська заборгованість	1155	503	675
Поточні фінансові інвестиції	1160	-	-
Гроші та їх еквіваленти	1165	1 129	1 512
Витрати майбутніх періодів	1170	316	424



Інші оборотні активи	1190	4 897	237
<b>Усього за розділом II</b>	<b>1195</b>	<b>12297</b>	<b>10190</b>
<b>III. Необоротні активи, утримувані для продажу, та групи вибуття</b>	<b>1200</b>	<b>-</b>	<b>-</b>
<b>Баланс</b>	<b>1300</b>	<b>21629</b>	<b>22749</b>
Пасив	Код рядка	На початок звітного періоду	На кінець звітного періоду
1	2	3	4
<b>I. Власний капітал</b>			
Зареєстрований (пайовий) капітал	1400	2 720	2 720
Капітал у дооцінках	1405	16	16
Додатковий капітал	1410	160	160
Резервний капітал	1415	-	-
Нерозподілений прибуток (непокритий збиток)	1420	15 285	15 494
Неоплачений капітал	1425	-	-
Вилучений капітал	1430	-	-
<b>Усього за розділом I</b>	<b>1495</b>	<b>18181</b>	<b>18390</b>
<b>II. Довгострокові зобов'язання і забезпечення</b>		<b>0</b>	<b>0</b>
Відстрочені податкові зобов'язання	1500	-	-
Довгострокові кредити банків	1510	-	-
Інші довгострокові зобов'язання	1515	-	-
Довгострокові забезпечення	1520	-	-
Цільове фінансування	1525	-	-
<b>Усього за розділом II</b>	<b>1595</b>	<b>-</b>	<b>-</b>
<b>III. Поточні зобов'язання і забезпечення</b>		<b>0</b>	<b>0</b>
Короткострокові кредити банків	1600	1 017	1 287
Поточна кредиторська заборгованість за:		-	-
довгостроковими зобов'язаннями	1610	-	-
товари, роботи, послуги	1615	2 171	2 743
розрахунками з бюджетом	1620	90	114
у тому числі з податку на прибуток	1621	-	-
розрахунками зі страхування	1625	45	57
розрахунками з оплати праці	1630	17	21
Поточні забезпечення	1660	-	-
Доходи майбутніх періодів	1665	-	-
Інші поточні зобов'язання	1690	109	137
<b>Усього за розділом III</b>	<b>1695</b>	<b>3 448</b>	<b>4 359</b>
<b>IV. Зобов'язання, пов'язані з необоротними активами, утримуваними для продажу, та групами вибуття</b>	<b>1700</b>	<b>-</b>	<b>-</b>
<b>Баланс</b>	<b>1900</b>	<b>21 629</b>	<b>22 749</b>

Керівник

Головний бухгалтер

Будяк Сергій Васильович  
Яременко Ганна  
Степанівна

Дата (рік, місяць, число)

Підприємство: Товариство з обмеженою відповідальністю  
"Ідеясофт Солюшнс"

(найменування)

за  
ЄДРПОУ

	КОДИ	
	2017	01
43544836		01

Звіт про фінансові результати (Звіт про сукупний дохід)  
за 2016 р.

Форма № 2

Код за  
ДКУД

1801003

**I. Фінансові результати**

Стаття	Код рядка	За звітний період	За аналогічний період попереднього року
1	2	3	4
Чистий дохід від реалізації продукції (товарів, робіт, послуг)	2000	73 994	59 195
Собівартість реалізованої продукції (товарів, робіт, послуг)	2050	51 042	40 833
<b>Валовий:</b>		-	-
прибуток	2090	22 953	18 362
збиток	2095	-	-
Інші операційні доходи	2120	1 855	1 484
Адміністративні витрати	2130	5 502	4 402
Витрати на збув	2150	4 324	3 459
Інші операційні витрати	2180	717	573
<b>Фінансовий результат від операційної діяльності:</b>		-	-
прибуток	2190	14 264	11 411
збиток	2195	-	-
Дохід від участі в капіталі	2200	-	-
Інші фінансові доходи	2220	-	-
Інші доходи	2240	180	144
Фінансові витрати	2250	1 084	867
Втрати від участі в капіталі	2255	14	11
Інші витрати	2270	760	608
<b>Фінансовий результат до оподаткування:</b>		-	-
прибуток	2290	12 586	10 069
збиток	2295	-	-
Витрати (дохід) з податку на прибуток	2300	1 036	829
Прибуток (збиток) від припиненої діяльності після оподаткування	2305	-	-
<b>Чистий фінансовий результат:</b>		-	-
прибуток	2350	11 550	9 240
збиток	2355	-	-

**II. Сукупний дохід**

Стаття	Код рядка	За звітний період	За аналогічний період попереднього року
1	2	3	4
Дооцінка (уцінка) необоротних активів	2400	-	-
Дооцінка (уцінка) фінансових інструментів	2405	-	-
Накопичені курсові різниці	2410	-	-
Частка іншого сукупного доходу асоційованих та спільних підприємств	2415	-	-
Інший сукупний дохід	2445	-	-
<b>Інший сукупний дохід до оподаткування</b>	<b>2450</b>	-	-
Податок на прибуток, пов'язаний з іншим сукупним доходом	2455	-	-
<b>Інший сукупний дохід після оподаткування</b>	<b>2460</b>	-	-
<b>Сукупний дохід (сума рядків 2350, 2355 та 2460)</b>	<b>2465</b>	-	-

**III. Елементи операційних витрат**

Назва статті	Код рядка	За звітний період	За аналогічний період попереднього року
1	2	3	4
Матеріальні затрати	2500	1 948	1 867

Витрати на оплату праці	2505	19 860	17 014
Відрахування на соціальні заходи	2510	7 547	6 465
Амортизація	2515	336	471
Інші операційні витрати	2520	17 614	18 749
<b>Разом</b>	<b>2550</b>	<b>47 305</b>	<b>44 566</b>

Керівник

Головний бухгалтер

Стогнієв Герман  
Олександрович

Яременко Ганна  
Степанівна



Підприємство: Товариство з обмеженою відповідальністю  
"Ідеясофт Солюшнс"

Територія: Україна

Організаційно-правова форма господарювання: Товариство з  
обмеженою відповідальністю

Вид економічної діяльності: діяльність у сфері комп'ютерного  
програмування

Дата (рік, місяць, число)

за  
ЄДРПОУ

за  
КОАТУУ

за  
КОПФГ

за  
КВЕД

КОДИ		
2018	01	01
43544836		
3211600000		
240		
62.01		

Середня кількість працівників: 64

Адреса, телефон: 64300, Харківська обл., місто Ізюм(з), вул.Соборна, будинок 57, квартира 23

Одиниця виміру: тис.грн. без десяткового знака (окрім розділу IV Звіту про фінансові результати (Звіту про сукупний дохід)  
(форма N 2), грошові показники якого наводяться в гривнях з копійками)

Складено (зробити позначку «v» у відповідній клітинці):

за положеннями (стандартами) бухгалтерського обліку

за міжнародними стандартами фінансової звітності

V
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### БАЛАНС

(Звіт про фінансовий стан)  
на 31 грудня 2017 р.

Актив	Форма № 1	Код за ДКУД	
	1	2	3
		На початок звітного періоду	На кінець звітного періоду
<b>I. Необоротні активи</b>			1801001
Нематеріальні активи	1000	10	10
первісна вартість	1001	507	474
накопичена амортизація	1002	490	460
Незавершені капітальні інвестиції	1005	280	261
Основні засоби	1010	11 322	10 662
первісна вартість	1011	17 314	15 724
знос	1012	4 339	4 050
Інвестиційна нерухомість	1015	19 268	17 816
Довгострокові біологічні активи	1020	-	-
Довгострокові фінансові інвестиції:		-	-
які обліковуються за методом участі в капіталі інших підприємств	1030	-	-
інші фінансові інвестиції	1035	-	-
Довгострокова дебіторська заборгованість	1040	-	-
Відстрочені податкові активи	1045	946	880
Інші необоротні активи	1090	-	-
<b>Усього за розділом I</b>	<b>1095</b>	<b>12559</b>	<b>11814</b>
<b>II. Оборотні активи</b>			
Запаси	1100	95	89
Поточні біологічні активи	1110	-	-
Дебіторська заборгованість за продукцію, товари, роботи, послуги	1125	7 095	6 678
Дебіторська заборгованість за розрахунками:	1130	-	-
за виданими авансами		-	-
з бюджетом	1135	152	143
у тому числі з податку на прибуток	1136	-	-
Інша поточна дебіторська заборгованість	1155	675	633
Поточні фінансові інвестиції	1160	-	-
Гроші та їх еквіваленти	1165	1 512	1 418
Витрати майбутніх періодів	1170	424	397

Інші оборотні активи	1190	237	6 116
<b>Усього за розділом II</b>	<b>1195</b>	<b>10190</b>	<b>15474</b>
<b>III. Необоротні активи, утримувані для продажу, та групи вибуття</b>	<b>1200</b>	-	-
<b>Баланс</b>	<b>1300</b>	<b>22749</b>	<b>27288</b>
Пасив	Код рядка	На початок звітного періоду	На кінець звітного періоду
1	2	4	3
<b>I. Власний капітал</b>			
Зареєстрований (пайовий) капітал	1400	2 720	2 720
Капітал у дооцінках	1405	16	16
Додатковий капітал	1410	160	160
Резервний капітал	1415	-	-
Нерозподілений прибуток (непокритий збиток)	1420	15 494	21 064
Неоплачений капітал	1425	-	-
Вилучений капітал	1430	-	-
<b>Усього за розділом I</b>	<b>1495</b>	<b>18390</b>	<b>23959</b>
<b>II. Довгострокові зобов'язання і забезпечення</b>		<b>0</b>	<b>0</b>
Відстрочені податкові зобов'язання	1500	-	-
Довгострокові кредити банків	1510	-	-
Інші довгострокові зобов'язання	1515	-	-
Довгострокові забезпечення	1520	-	-
Цільове фінансування	1525	-	-
<b>Усього за розділом II</b>	<b>1595</b>	-	-
<b>III. Поточні зобов'язання і забезпечення</b>		<b>0</b>	<b>0</b>
Короткострокові кредити банків	1600	1 287	1 160
Поточна кредиторська заборгованість за:		-	-
довгостроковими зобов'язаннями	1610	-	-
товари, роботи, послуги	1615	2 743	1 873
розрахунками з бюджетом	1620	114	102
у тому числі з податку на прибуток	1621	-	-
розрахунками зі страхування	1625	57	51
розрахунками з оплати праці	1630	21	19
Поточні забезпечення	1660	-	-
Доходи майбутніх періодів	1665	-	-
Інші поточні зобов'язання	1690	137	123
<b>Усього за розділом III</b>	<b>1695</b>	<b>4 359</b>	<b>3 329</b>
<b>IV. Зобов'язання, пов'язані з необоротними активами, утримуваними для продажу, та групами вибуття</b>	<b>1700</b>	-	-
<b>Баланс</b>	<b>1900</b>	<b>22 749</b>	<b>27 288</b>

Керівник

Головний бухгалтер

Стогнієв Герман  
Олександрович  
Яременко Ганна  
Степанівна

Дата (рік, місяць, число)  
 Підприємство: Товариство з обмеженою відповідальністю  
 "Ідеясофт Солюшнс"  
 за  
 ЄДРПОУ  
 (найменування)

КОДИ		
2018	01	01
43544836		

**Звіт про фінансові результати (Звіт про сукупний дохід)  
за 2017 р.**

Форма № 2 Код за ДКУД 1801003

**I. Фінансові результати**

Стаття	Код рядка	За звітний період	За аналогічний період попереднього року
1	2	3	4
Чистий дохід від реалізації продукції (товарів, робіт, послуг)	2000	82 671	73 994
Собівартість реалізованої продукції (товарів, робіт, послуг)	2050	61 059	51 042
<b>Валовий:</b>			
прибуток	2090	21 612	22 953
збиток	2095	-	-
Інші операційні доходи	2120	2 008	1 855
Адміністративні витрати	2130	4 912	5 502
Витрати на збут	2150	3 341	4 324
Інші операційні витрати	2180	682	717
<b>Фінансовий результат від операційної діяльності:</b>			
прибуток	2190	14 687	14 264
збиток	2195	-	-
Дохід від участі в капіталі	2200	-	-
Інші фінансові доходи	2220	-	-
Інші доходи	2240	213	180
Фінансові витрати	2250	1 026	1 084
Втрати від участі в капіталі	2255	16	14
Інші витрати	2270	483	760
<b>Фінансовий результат до оподаткування:</b>			
прибуток	2290	13 374	12 586
збиток	2295	-	-
Витрати (дохід) з податку на прибуток	2300	1 072	1 036
Прибуток (збиток) від припиненої діяльності після оподаткування	2305	-	-
<b>Чистий фінансовий результат:</b>			
прибуток	2350	12 302	11 550
збиток	2355	-	-

**II. Сукупний дохід**

Стаття	Код рядка	За звітний період	За аналогічний період попереднього року
1	2	3	4
Дооцінка (уцінка) необоротних активів	2400	-	-

Дооцінка (уцінка) фінансових інструментів	2405	-	-
Накопичені курсові різниці	2410	-	-
Частка іншого сукупного доходу асоційованих та спільних підприємств	2415	-	-
Інший сукупний дохід	2445	-	-
<b>Інший сукупний дохід до оподаткування</b>	<b>2450</b>	-	-
Податок на прибуток, пов'язаний з іншим сукупним доходом	2455	-	-
<b>Інший сукупний дохід після оподаткування</b>	<b>2460</b>	-	-
<b>Сукупний дохід (сума рядків 2350, 2355 та 2460)</b>	<b>2465</b>	-	-

### III. Елементи операційних витрат

Назва статті	Код рядка	За звітний період	За аналогічний період попереднього року
1	2	3	4
Матеріальні затрати	2500	1 830	1 948
Витрати на оплату праці	2505	23 652	19 860
Відрахування на соціальні заходи	2510	8 988	7 547
Амортизація	2515	461	336
Інші операційні витрати	2520	8 759	17 614
<b>Разом</b>	<b>2550</b>	<b>43 691</b>	<b>47 305</b>

Керівник

Головний бухгалтер

Стогнієв Герман

Олександрович

Яременко Ганна

Степанівна

Підприємство: Товариство з обмеженою відповідальністю  
"Ідеясофт Солюшнс"

Територія: Україна

Організаційно-правова форма господарювання: Товариство з  
обмеженою відповідальністю

Вид економічної діяльності: діяльність у сфері комп'ютерного  
програмування

Дата (рік, місяць, число)

за  
ЄДРПОУ

за  
КОАТУУ

за  
КОПФГ

за  
КВЕД

КОДИ		
2019	01	01
43544836		
3211600000		
240		
62.01		

Середня кількість працівників: 61

Адреса, телефон: 64300, Харківська обл., місто Ізюм(з), вул.Соборна, будинок 57, квартира 23

Одиниця виміру: тис.грн. без десяткового знака (окрім розділу IV Звіту про фінансові результати (Звіту про сукупний дохід)  
(форма N 2), грошові показники якого наводяться в гривнях з копійками)

Складено (зробити позначку «v» у відповідній клітинці):

за положеннями (стандартами) бухгалтерського обліку

за міжнародними стандартами фінансової звітності

V
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### БАЛАНС

(Звіт про фінансовий стан)  
на 31 грудня 2018 р.

Актив	Форма № 1	Код за ДКУД	
	1	2	3
1801001			
На початок звітного періоду			
На кінець звітного періоду			
<b>I. Необоротні активи</b>			
Нематеріальні активи	1000	10	9
первісна вартість	1001	474	431
накопичена амортизація	1002	460	420
Незавершені капітальні інвестиції	1005	261	237
Основні засоби	1010	10 662	9 765
первісна вартість	1011	15 724	13 902
знос	1012	4 050	3 678
Інвестиційна нерухомість	1015	17 816	16 029
Довгострокові біологічні активи	1020	-	-
Довгострокові фінансові інвестиції:		-	-
які обліковуються за методом участі в капіталі інших підприємств	1030	-	-
інші фінансові інвестиції	1035	-	-
Довгострокова дебіторська заборгованість	1040	-	-
Відстрочені податкові активи	1045	880	797
Інші необоротні активи	1090	-	-
<b>Усього за розділом I</b>	<b>1095</b>	<b>11814</b>	<b>10808</b>
<b>II. Оборотні активи</b>			
Запаси	1100	89	82
Поточні біологічні активи	1110	-	-
Дебіторська заборгованість за продукцію, товари, роботи, послуги	1125	6 678	6 113
Дебіторська заборгованість за розрахунками:			
за виданими авансами	1130	-	-
з бюджетом	1135	143	131
у тому числі з податку на прибуток	1136	-	-
Інша поточна дебіторська заборгованість	1155	633	578
Поточні фінансові інвестиції	1160	-	-
Гроші та їх еквіваленти	1165	1 418	1 293
Витрати майбутніх періодів	1170	397	362



Інші оборотні активи	1190	6 116	5 565
<b>Усього за розділом II</b>	<b>1195</b>	<b>15474</b>	<b>14123</b>
<b>III. Необоротні активи, утримувані для продажу, та групи вибуття</b>	<b>1200</b>	-	-
<b>Баланс</b>	<b>1300</b>	<b>27288</b>	<b>24931</b>
Пасив	Код рядка	На початок звітного періоду	На кінець звітного періоду
1	2	3	4
<b>I. Власний капітал</b>			
Зареєстрований (пайовий) капітал	1400	2 720	2 720
Капітал у дооцінках	1405	16	16
Додатковий капітал	1410	160	196
Резервний капітал	1415	-	-
Нерозподілений прибуток (непокритий збиток)	1420	21 064	18 788
Неоплачений капітал	1425	-	-
Вилучений капітал	1430	-	-
<b>Усього за розділом I</b>	<b>1495</b>	<b>23959</b>	<b>21721</b>
<b>II. Довгострокові зобов'язання і забезпечення</b>		<b>0</b>	<b>0</b>
Відстрочені податкові зобов'язання	1500	-	-
Довгострокові кредити банків	1510	-	-
Інші довгострокові зобов'язання	1515	-	-
Довгострокові забезпечення	1520	-	-
Цільове фінансування	1525	-	-
<b>Усього за розділом II</b>	<b>1595</b>	<b>-</b>	<b>-</b>
<b>III. Поточні зобов'язання і забезпечення</b>		<b>0</b>	<b>0</b>
Короткострокові кредити банків	1600	1 160	1 017
Поточна кредиторська заборгованість за:		-	-
довгостроковими зобов'язаннями	1610	-	-
товари, роботи, послуги	1615	1 873	1 934
розрахунками з бюджетом	1620	102	90
у тому числі з податку на прибуток	1621	-	-
розрахунками зі страхування	1625	51	45
розрахунками з оплати праці	1630	19	17
Поточні забезпечення	1660	-	-
Доходи майбутніх періодів	1665	-	-
Інші поточні зобов'язання	1690	123	108
<b>Усього за розділом III</b>	<b>1695</b>	<b>3 329</b>	<b>3 210</b>
<b>IV. Зобов'язання, пов'язані з необоротними активами, утримуваними для продажу, та групами вибуття</b>	<b>1700</b>	<b>-</b>	<b>-</b>
<b>Баланс</b>	<b>1900</b>	<b>27 288</b>	<b>24 931</b>

Керівник

Головний бухгалтер

Стогнієв Герман  
Олександрович  
Яременко Ганна  
Степанівна

Дата (рік, місяць, число)

Підприємство: Товариство з обмеженою відповідальністю  
"Ідеясофт Солюшнс"

(найменування)

за  
ЄДРПОУ

	КОДИ	
	2019	01
43544836		01

**Звіт про фінансові результати (Звіт про сукупний дохід)  
за 2018 р.**

Форма № 2

Код за  
ДКУД

1801003

**I. Фінансові результати**

Стаття	Код рядка	За звітний період	За аналогічний період попереднього року
1	2	3	4
Чистий дохід від реалізації продукції (товарів, робіт, послуг)	2000	83 163	82 671
Собівартість реалізованої продукції (товарів, робіт, послуг)	2050	55 040	61 059
<b>Валовий:</b>		-	-
прибуток	2090	28 123	21 612
збиток	2095	-	-
Інші операційні доходи	2120	2 541	2 008
Адміністративні витрати	2130	7 537	4 912
Витрати на збут	2150	5 923	3 341
Інші операційні витрати	2180	981	682
<b>Фінансовий результат від операційної діяльності:</b>		-	-
прибуток	2190	16 223	14 687
збиток	2195	-	-
Дохід від участі в капіталі	2200	-	-
Інші фінансові доходи	2220	-	-
Інші доходи	2240	246	213
Фінансові витрати	2250	1 485	1 026
Втрати від участі в капіталі	2255	18	16
Інші витрати	2270	1 041	483
<b>Фінансовий результат до оподаткування:</b>		-	-
прибуток	2290	13 925	13 374
збиток	2295	-	-
Витрати (дохід) з податку на прибуток	2300	1 419	1 072
Прибуток (збиток) від припиненої діяльності після оподаткування	2305	-	-
<b>Чистий фінансовий результат:</b>		-	-
прибуток	2350	12 506	12 302
збиток	2355	-	-

**II. Сукупний дохід**

Стаття	Код рядка	За звітний період	За аналогічний період попереднього року
1	2	3	4
Дооцінка (уцінка) необоротних активів	2400	-	-
Дооцінка (уцінка) фінансових інструментів	2405	-	-
Накопичені курсові різниці	2410	-	-
Частка іншого сукупного доходу асоційованих та спільних підприємств	2415	-	-
Інший сукупний дохід	2445	-	-
<b>Інший сукупний дохід до оподаткування</b>	<b>2450</b>	-	-
Податок на прибуток, пов'язаний з іншим сукупним доходом	2455	-	-
<b>Інший сукупний дохід після оподаткування</b>	<b>2460</b>	-	-
<b>Сукупний дохід (сума рядків 2350, 2355 та 2460)</b>	<b>2465</b>	-	-

**III. Елементи операційних витрат**

Назва статті	Код рядка	За звітний період	За аналогічний період попереднього року
1	2	3	4
Матеріальні затрати	2500	2 669	1 830

Витрати на оплату праці	2505	30 745	23 652
Відрахування на соціальні заходи	2510	11 683	8 988
Амортизація	2515	460	461
Інші операційні витрати	2520	19 243	8 759
<b>Разом</b>	<b>2550</b>	<b>64 800</b>	<b>43 691</b>

Керівник

Головний бухгалтер

Стогнієв Герман

Олександрович

Яременко Ганна

Степанівна



Підприємство: Товариство з обмеженою відповідальністю  
"Ідеясофт Солюшнс"

Територія: Україна

Організаційно-правова форма господарювання: Товариство з  
обмеженою відповідальністю

Вид економічної діяльності: діяльність у сфері комп'ютерного  
програмування

Дата (рік, місяць, число)

за  
ЄДРПОУ

за  
КОАТУУ

за КОПФГ

за КВЕД

КОДИ		
2020	01	01
	43544836	
	3211600000	
	240	
	62.01	

Середня кількість працівників: 64

Адреса, телефон: 64300, Харківська обл., місто Ізюм(з), вул.Соборна, будинок 57, квартира 23

Одиниця виміру: тис.грн. без десяткового знака (окрім розділу IV Звіту про фінансові результати (Звіту про сукупний дохід)  
(форма N 2), грошові показники якого наводяться в гривнях з копійками)

Складено (зробити позначку «v» у відповідній клітинці):

за положеннями (стандартами) бухгалтерського обліку

за міжнародними стандартами фінансової звітності

V
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### БАЛАНС

(Звіт про фінансовий стан)  
на 31 грудня 2019 р.

Актив	Форма № 1	Код за ДКУД		1801001
	Код рядка	На початок звітного періоду	На кінець звітного періоду	
1	2	3	4	
<b>I. Необоротні активи</b>				
Нематеріальні активи	1000	9	8	
первісна вартість	1001	431	399	
накопичена амортизація	1002	420	391	
Незавершені капітальні інвестиції	1005	237	218	
Основні засоби	1010	9 765	9 110	
первісна вартість	1011	13 902	12 512	
знос	1012	3 678	3 402	
Інвестиційна нерухомість	1015	16 029	14 685	
Довгострокові біологічні активи	1020	-	-	
Довгострокові фінансові інвестиції:		-	-	
які обліковуються за методом участі в капіталі інших підприємств	1030	-	-	
інші фінансові інвестиції	1035	-	-	
Довгострокова дебіторська заборгованість	1040	-	-	
Відстрочені податкові активи	1045	797	735	
Інші необоротні активи	1090	-	-	
<b>Усього за розділом I</b>	<b>1095</b>	<b>10808</b>	<b>10072</b>	
<b>II. Оборотні активи</b>				
Запаси	1100	82	-	
Поточні біологічні активи	1110	-	-	
Дебіторська заборгованість за продукцію, товари, роботи, послуги	1125	6 113	5 699	
Дебіторська заборгованість за розрахунками:				
за виданими авансами	1130	-	-	
з бюджетом	1135	131	122	
у тому числі з податку на прибуток	1136	-	-	
Інша поточна дебіторська заборгованість	1155	578	538	
Поточні фінансові інвестиції	1160	-	-	
Гроші та їх еквіваленти	1165	1 293	1 201	
Витрати майбутніх періодів	1170	362	336	

Інші оборотні активи	1190	5 565	5 158
<b>Усього за розділом II</b>	<b>1195</b>	<b>14123</b>	<b>13054</b>
<b>III. Необоротні активи, утримувані для продажу, та групи вибуття</b>	<b>1200</b>	-	-
<b>Баланс</b>	<b>1300</b>	<b>24931</b>	<b>23125</b>
Пасив	Код рядка	На початок звітного періоду	На кінець звітного періоду
1	2	4	3
<b>I. Власний капітал</b>		0	
Зареєстрований (пайовий) капітал	1400	2 720	105
Капітал у дооцінках	1405	16	11
Додатковий капітал	1410	196	196
Резервний капітал	1415	-	-
Нерозподілений прибуток (непокритий збиток)	1420	18 788	19 746
Неоплачений капітал	1425	-	-
Вилучений капітал	1430	-	-
<b>Усього за розділом I</b>	<b>1495</b>	<b>21721</b>	<b>20058</b>
<b>II. Довгострокові зобов'язання і забезпечення</b>		0	0
Відстрочені податкові зобов'язання	1500	-	-
Довгострокові кредити банків	1510	-	-
Інші довгострокові зобов'язання	1515	-	-
Довгострокові забезпечення	1520	-	-
Цільове фінансування	1525	-	-
<b>Усього за розділом II</b>	<b>1595</b>	-	-
<b>III. Поточні зобов'язання і забезпечення</b>		0	0
Короткострокові кредити банків	1600	1 017	908
Поточна кредиторська заборгованість за:		-	-
довгостроковими зобов'язаннями	1610	-	-
товари, роботи, послуги	1615	1 934	1 928
розрахунками з бюджетом	1620	90	80
у тому числі з податку на прибуток	1621	-	-
розрахунками зі страхування	1625	45	40
розрахунками з оплати праці	1630	17	15
Поточні забезпечення	1660	-	-
Доходи майбутніх періодів	1665	-	-
Інші поточні зобов'язання	1690	108	96
<b>Усього за розділом III</b>	<b>1695</b>	<b>3 210</b>	<b>3 067</b>
<b>IV. Зобов'язання, пов'язані з необоротними активами, утримуваними для продажу, та групами вибуття</b>	<b>1700</b>	-	-
<b>Баланс</b>	<b>1900</b>	<b>24 931</b>	<b>23 125</b>

Керівник

Головний бухгалтер

Стогнієв Герман  
Олександрович  
Яременко Ганна  
Степанівна

Дата (рік, місяць, число)

Підприємство: Товариство з обмеженою відповідальністю  
"Ідеясофт Солюшнс"

(найменування)

за  
ЄДРПОУ

	КОДИ	
	2020	01
43544836		01

**Звіт про фінансові результати (Звіт про сукупний дохід)  
за 2019 р.**

Форма № 2

Код за  
ДКУД

1801003

**I. Фінансові результати**

Стаття	Код рядка	За звітний період	За аналогічний період попереднього року
1	2	3	4
Чистий дохід від реалізації продукції (товарів, робіт, послуг)	2000	84 780	83 163
Собівартість реалізованої продукції (товарів, робіт, послуг)	2050	59 208	55 040
<b>Валовий:</b>		-	-
прибуток	2090	25 572	28 123
збиток	2095	-	-
Інші операційні доходи	2120	2 479	2 541
Адміністративні витрати	2130	6 062	7 537
Витрати на збут	2150	4 124	5 923
Інші операційні витрати	2180	841	981
<b>Фінансовий результат від операційної діяльності:</b>		-	-
прибуток	2190	17 024	16 223
збиток	2195	-	-
Дохід від участі в капіталі	2200	-	-
Інші фінансові доходи	2220	-	-
Інші доходи	2240	262	246
Фінансові витрати	2250	1 266	1 485
Втрати від участі в капіталі	2255	19	18
Інші витрати	2270	597	1 041
<b>Фінансовий результат до оподаткування:</b>		-	-
прибуток	2290	15 404	13 925
збиток	2295	-	-
Витрати (дохід) з податку на прибуток	2300	1 324	1 419
Прибуток (збиток) від припиненої діяльності після оподаткування	2305	-	-
<b>Чистий фінансовий результат:</b>		-	-
прибуток	2350	14 080	12 506
збиток	2355	-	-

**II. Сукупний дохід**

Стаття	Код рядка	За звітний період	За аналогічний період попереднього року
1	2	3	4
Дооцінка (уцінка) необоротних активів	2400	-	-
Дооцінка (уцінка) фінансових інструментів	2405	-	-
Накопичені курсові різниці	2410	-	-
Частка іншого сукупного доходу асоційованих та спільних підприємств	2415	-	-
Інший сукупний дохід	2445	-	-
<b>Інший сукупний дохід до оподаткування</b>	<b>2450</b>	-	-
Податок на прибуток, пов'язаний з іншим сукупним доходом	2455	-	-
<b>Інший сукупний дохід після оподаткування</b>	<b>2460</b>	-	-
<b>Сукупний дохід (сума рядків 2350, 2355 та 2460)</b>	<b>2465</b>	-	-

**III. Елементи операційних витрат**

Назва статті	Код рядка	За звітний період	За аналогічний період попереднього року
1	2	3	4
Матеріальні затрати	2500	2 260	2 669

Витрати на оплату праці	2505	31 650	30 745
Відрахування на соціальні заходи	2510	12 027	11 683
Амортизація	2515	569	460
Інші операційні витрати	2520	7 432	19 243
<b>Разом</b>	<b>2550</b>	<b>53938</b>	<b>64 800</b>

Керівник

Головний бухгалтер

Стогнієв Герман  
Олександрович

Яременко Ганна  
Степанівна



Підприємство: Товариство з обмеженою відповідальністю  
"Ідеясофт Солюшнс"

Територія: Україна

Організаційно-правова форма господарювання: Товариство з  
обмеженою відповідальністю

Вид економічної діяльності: діяльність у сфері комп'ютерного  
програмування

Дата (рік, місяць, число)

за  
ЄДРПОУ

за  
КОАТУУ

за  
КОПФГ

за  
КВЕД

КОДИ		
2021	01	01
43544836		
3211600000		
240		
62.01		

Середня кількість працівників: 70

Адреса, телефон: 64300, Харківська обл., місто Ізюм(з), вул.Соборна, будинок 57, квартира 23

Одиниця виміру: тис.грн. без десяткового знака (окрім розділу IV Звіту про фінансові результати (Звіту про сукупний дохід)  
(форма N 2), грошові показники якого наводяться в гривнях з копійками)

Складено (зробити позначку «v» у відповідній клітинці):

за положеннями (стандартами) бухгалтерського обліку

за міжнародними стандартами фінансової звітності

V
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### БАЛАНС

(Звіт про фінансовий стан)

на 31 грудня 2020 р.

Актив	Форма № 1	Код за ДКУД	
	1	Код рядка	1801001
		На початок звітного періоду	На кінець звітного періоду
1	2	3	4
<b>I. Необоротні активи</b>			
Нематеріальні активи	1000	8	34
первісна вартість	1001	399	428
накопичена амортизація	1002	391	395
Незавершені капітальні інвестиції	1005	218	374
Основні засоби	1010	9 110	9 484
первісна вартість	1011	12 512	13 333
знос	1012	3 402	3 849
Інвестиційна нерухомість	1015	14 685	16 330
Довгострокові біологічні активи	1020	-	-
Довгострокові фінансові інвестиції:		-	-
які обліковуються за методом участі в капіталі інших підприємств	1030	-	-
інші фінансові інвестиції	1035	-	-
Довгострокова дебіторська заборгованість	1040	-	-
Відстрочені податкові активи	1045	735	415
Інші необоротні активи	1090	-	-
<b>Усього за розділом I</b>	<b>1095</b>	<b>10072</b>	<b>10306</b>
<b>II. Оборотні активи</b>			
Запаси	1100	-	-
Поточні біологічні активи	1110	-	-
Дебіторська заборгованість за продукцію, товари, роботи, послуги	1125	5 699	4 410
Дебіторська заборгованість за розрахунками:	1130	-	-
за виданими авансами		-	-
з бюджетом	1135	122	147
у тому числі з податку на прибуток	1136	-	-
Інша поточна дебіторська заборгованість	1155	538	491
Поточні фінансові інвестиції	1160	-	-
Гроші та їх еквіваленти	1165	1 201	1 004
Витрати майбутніх періодів	1170	336	160



Інші оборотні активи	1190	5 158	6 287
<b>Усього за розділом II</b>	<b>1195</b>	<b>13054</b>	<b>12499</b>
<b>III. Необоротні активи, утримувані для продажу, та групи вибуття</b>	<b>1200</b>	-	-
<b>Баланс</b>	<b>1300</b>	<b>23125</b>	<b>22805</b>
Пасив	Код рядка	На початок звітного періоду	На кінець звітного періоду
1	2	3	4
<b>I. Власний капітал</b>			
Зареєстрований (пайовий) капітал	1400	105	105
Капітал у дооцінках	1405	11	15
Додатковий капітал	1410	196	196
Резервний капітал	1415	-	-
Нерозподілений прибуток (непокритий збиток)	1420	19 746	18 538
Неоплачений капітал	1425	-	-
Вилучений капітал	1430	-	-
<b>Усього за розділом I</b>	<b>1495</b>	<b>20058</b>	<b>18854</b>
<b>II. Довгострокові зобов'язання і забезпечення</b>		0	0
Відстрочені податкові зобов'язання	1500	-	-
Довгострокові кредити банків	1510	-	-
Інші довгострокові зобов'язання	1515	-	-
Довгострокові забезпечення	1520	-	-
Цільове фінансування	1525	-	-
<b>Усього за розділом II</b>	<b>1595</b>	-	-
<b>III. Поточні зобов'язання і забезпечення</b>		0	0
Короткострокові кредити банків	1600	908	893
Поточна кредиторська заборгованість за:		-	-
довгостроковими зобов'язаннями	1610	-	-
товари, роботи, послуги	1615	1 928	2 735
розрахунками з бюджетом	1620	80	110
у тому числі з податку на прибуток	1621	-	-
розрахунками зі страхування	1625	40	55
розрахунками з оплати праці	1630	15	20
Поточні забезпечення	1660	-	-
Доходи майбутніх періодів	1665	-	-
Інші поточні зобов'язання	1690	96	137
<b>Усього за розділом III</b>	<b>1695</b>	<b>3 067</b>	<b>3 950</b>
<b>IV. Зобов'язання, пов'язані з необоротними активами, утримуваними для продажу, та групами вибуття</b>	<b>1700</b>	-	-
<b>Баланс</b>	<b>1900</b>	<b>23 125</b>	<b>22 805</b>

Керівник

Головний бухгалтер

Стогнієв Герман  
Олександрович  
Яременко Ганна  
Степанівна

Дата (рік, місяць, число)

Підприємство: Товариство з обмеженою відповідальністю  
"Ідеясофт Солюшнс"

(найменування)

за  
ЄДРПОУ

	КОДИ	
	2021	01
43544836		01

**Звіт про фінансові результати (Звіт про сукупний дохід)  
за 2020 р.**

Форма № 2

Код за  
ДКУД

1801003

**I. Фінансові результати**

Стаття	Код рядка	За звітний період	За аналогічний період попереднього року
1	2	3	4
Чистий дохід від реалізації продукції (товарів, робіт, послуг)	2000	96 536	84 780
Собівартість реалізованої продукції (товарів, робіт, послуг)	2050	66 590	59 208
<b>Валовий:</b>		-	-
прибуток	2090	29 946	25 572
збиток	2095	-	-
Інші операційні доходи	2120	2 419	2 479
Адміністративні витрати	2130	7 177	6 062
Витрати на збут	2150	5 641	4 124
Інші операційні витрати	2180	934	841
<b>Фінансовий результат від операційної діяльності:</b>		-	-
прибуток	2190	18 613	17 024
збиток	2195	-	-
Дохід від участі в капіталі	2200	-	-
Інші фінансові доходи	2220	-	-
Інші доходи	2240	234	262
Фінансові витрати	2250	1 415	1 266
Втрати від участі в капіталі	2255	16	19
Інші витрати	2270	991	597
<b>Фінансовий результат до оподаткування:</b>		-	-
прибуток	2290	16 424	15 404
збиток	2295	-	-
Витрати (дохід) з податку на прибуток	2300	1 352	1 324
Прибуток (збиток) від припиненої діяльності після оподаткування	2305	-	-
<b>Чистий фінансовий результат:</b>		-	-
прибуток	2350	15 072	14 080
збиток	2355	-	-

**II. Сукупний дохід**

Стаття	Код рядка	За звітний період	За аналогічний період попереднього року
1	2	3	4
Дооцінка (уцінка) необоротних активів	2400	-	-
Дооцінка (уцінка) фінансових інструментів	2405	-	-
Накопичені курсові різниці	2410	-	-
Частка іншого сукупного доходу асоційованих та спільних підприємств	2415	-	-
Інший сукупний дохід	2445	-	-
<b>Інший сукупний дохід до оподаткування</b>	<b>2450</b>	-	-
Податок на прибуток, пов'язаний з іншим сукупним доходом	2455	-	-
<b>Інший сукупний дохід після оподаткування</b>	<b>2460</b>	-	-
<b>Сукупний дохід (сума рядків 2350, 2355 та 2460)</b>	<b>2465</b>	-	-

**III. Елементи операційних витрат**

Назва статті	Код рядка	За звітний період	За аналогічний період попереднього року
1	2	3	4
Матеріальні затрати	2500	2 542	2 260

Витрати на оплату праці	2505	39 744	31 650
Відрахування на соціальні заходи	2510	15 103	12 027
Амортизація	2515	438	569
Інші операційні витрати	2520	3 887	7 432
<b>Разом</b>	<b>2550</b>	<b>61714</b>	<b>53938</b>

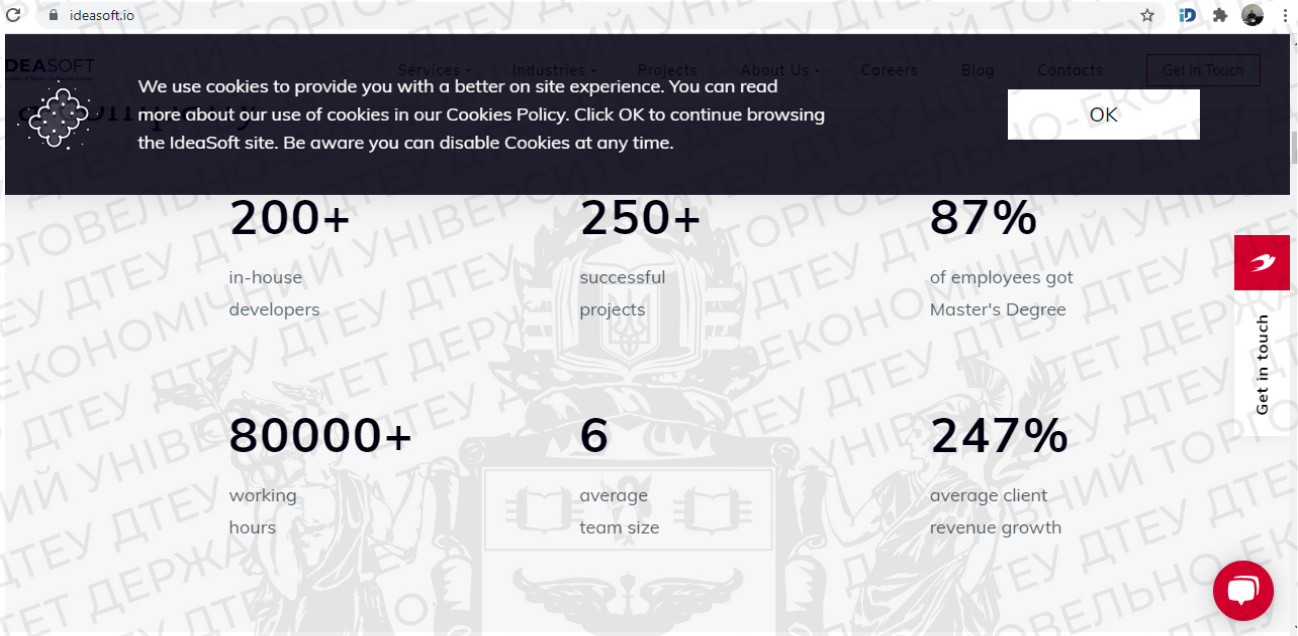
Керівник

Головний бухгалтер

Стогнієв Герман  
Олександрович

Яременко Ганна  
Степанівна





The view of the web-site of the company

The screenshot displays the DOU website interface for the IdeaSoft.io company page. At the top, there is a navigation bar with links for 'ГОЛОВНА', 'ФОРУМ', 'СТРІЧКА', 'ЗАРПЛАТИ', 'РОБОТА', 'КАЛЕНДАР', and 'ОЦІНИТИ ІТ-КНИГИ'. A search bar and a 'Join our team!' button are also present. The main content area features the IdeaSoft.io logo, a description of the company (81...200 specialists, Kyiv), and a navigation menu with options like 'Про компанію', 'Вакансії', 'Фотографії', 'Офіси', 'Відгуки', and 'Анкета'. A 'Фотографії' section shows a grid of images, and a 'Вакансії IdeaSoft.io' section lists three job openings: 'QA test automation, Харків', 'Junior NodeJS Developer (+onboarding in the blockchain), Харків', and 'Project Manager, Харків'.

The view of the company page on DOU web-site