



RESOURCE

The Innovative Business Model Canvas in the System of Effective Budgeting

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Description / Abstract

This paper is aimed at studying the fundamentals for effective budgets on the basis of management concept called The Business Model Canvas. Management of the enterprise in modern conditions must be adaptive and oriented to the future. This allows not only to formulate a long-term development path, but also to solve a set of current and short-term functional aspects of management. Among the main functional aspects that require attention, leading place aspects of cash management business. Using the concept of management "business model canvas" allows the company to comprehensively plan their activities and its main financial results depending on the variability of the influence of external and internal factors, system modeling strength and direction of the effect of these factors as part of this management concept. This enables the company to not only increase the level of revenue and profits, but also to ensure the proper level of klientorientirovannosti to maintain the competitiveness and sustainability of the business.

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