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## **A COMPREHENSIVE APPROACH TO MANAGEMENT ANALYSIS AT AN ENTERPRISE IN THE MANAGEMENT ACCOUNTING SYSTEM**

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### **ABSTRACT**

*As a result of the research, this article presents the main stages of creating an information base for analysis and the sequence of conducting management analysis at the enterprise. Since a comprehensive assessment of the effectiveness of decisions taken consists in analyzing the effectiveness of economic activity, the researcher proposed a sequence conducting management analysis at the enterprise and the possibility of using SWOT analysis of the implementation of the management accounting system, as well as the methodology of management analysis of costs using the information flows of the accounting system.*

**KEYWORDS:** *Efficiency, Economic Activity Of The Organization, Comprehensive Assessment, Management Analysis, Accounting And Analytical System, Management Reporting, Information Base Of Analysis, SWOT Analysis, Information Flows Of The Accounting System.*

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