

FINANCIAL ASPECT AND ANALYSIS OF DYNAMICS OF PHYSICAL VOLUME AND PRICES

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Abstract: *The company's management strategy seeks to ensure long-term earning capacity as well as stable financial position, expressed by adequate liquidity and solvency. The basic task of the price policy as one of the key leverage management results is to determine the appropriate level of prices for each product individually, which in combination with other factors, the physical volume of production, or realization, the product range and costs, will bring the most favorable outcome in the period for which the business politics and within it the policy of prices is constituted. It is very important to know the dynamics of physical volume, as well as other factors and intensities, which influence some of them to create this policy in order to define price policy.*

Key words : *finance, production volume, prices, costs, business policy*

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