МАРЖИНАЛЬНЫЙ АНАЛИЗ КАК ИНСТРУМЕНТ КОНТРОЛЛИНГА ПРОМЫШЛЕННЫХ ПРЕДПРИЯТИЙ

А.В. Овсянникова, А.А. Бахирева

Овсянникова Анастасия Васильевна, кандидат экономических наук, доцент кафедры экономики Рубцовского института (филиала), ФГБОУ ВО Алтайский государственный университет, Рубцовск, Россия. РИНЦ SPIN-код: 2734-2561

Бахирева Анна Алексеевна, аспирант, старший преподаватель кафедры экономики Рубцовского института (филиала), ФГБОУ ВО Алтайский государственный университет, Рубцовск, Россия. РИНЦ SPIN-код: 5354-3643 / ORCID: https://orcid.org/0000-0001-8240-3943

Аннотация. Пивобезалкогольное производство в Алтайском крае является одной из динамично развивающихся отраслей. Благодаря широким кооперативным связям рост пивобезалкогольных компаний способствует одновременному развитию оптовой и розничной торговли, сельского хозяйства, транспорта, селекции, производства тары и упаковки. Важна роль предприятий и в сфере формирования приемлемой структуры потребления алкогольных напитков, которая предполагает замещение потребления крепкого алкоголя менее крепкими напитками. В то же время отрасль испытывает существенные ограничения в связи с реализацией государственных программ по повышению продолжительности и качества жизни населения. Введенные ограничительные меры существенно сузили возможности роста компаний, повысили значимость таких инструментов оценки деловых решений, как маржинальный анализ, который позволяет выявить оптимальные пропорции между переменными и постоянными затратами, ценой и объемом реализации, минимизировать предпринимательский риск, который существенно возрастает, когда предприятие снижает объемы продаж и работает не на полную мощность. В статье на основе фактических данных предприятия, проведен маржинальный анализ и обоснованы управленческие решения, касающиеся ассортимента продукции при неполной загрузке производственных мощностей. Принятие обоснованных управленческих решений является важным фактором повышения эффективности деятельности предприятий пивобезалкогольного сектора, имеющих многочисленное производство.
MARGIN ANALYSIS AS A TOOL FOR CONTROLLING INDUSTRIAL ENTERPRISES
A.V. Ovsyannikova, A.A. Bakhireva

Abstract. The article considers the problems of creating accounting and information support of controlling industrial enterprises.

Beer and non-alcoholic production is one of the fastest growing industries in the Altai region. The broad cooperative ties of these enterprises contribute to the simultaneous development of wholesale and retail trade, agriculture, transport, selection and packaging production. These companies play an important role in shaping the optimal structure of alcohol consumption, which involves replacing strong alcohol with less strong drinks. At the same time, the industry is experiencing significant restrictions due to the implementation of state programs to improve the length and quality of life of the population. The introduced restrictive measures significantly narrowed the growth opportunities of companies and increased the importance of such a controlling tool as margin analysis. This type of analysis allows you to identify the optimal proportions between variable and fixed costs, price and sales volume, and minimize business risk, which increases significantly when the company reduces sales volumes and does not work at full capacity. In the article, based on the actual data of the enterprise, a margin analysis is carried out and management decisions concerning the product range in case of incomplete utilization of production facilities are justified. Sound management decisions are an important factor in improving the efficiency of enterprises that produce beer and soft drinks with diversified production.

Keywords: margin analysis; break-even point; financial strength reserve; operating leverage.
spent on social development programs, support of physical culture and sports institutions, education. The stabilization of the financial situation and the growth of economic activity of companies producing beer and soft drinks contributes to the creation of additional jobs in the region, providing the unemployed with jobs and income. International integration involves the transition to the "European" type of alcohol consumption, a characteristic feature of which is a steady decline in the number of alcoholic beverages consumed, replacing them with "light" alcohol, mainly beer. More than 20 years ago, a number of scientists (Edwards G., Anderson P., Babor T.) attempted to determine the "ideal" structure of alcohol consumption, minimizing the negative effects of alcohol consumption on public health. The share of beer consumption is 50%, wine is 35%, and spirits is 15% in this structure. Therefore, the solution of this most important state social task also requires from the management of beer and non-alcoholic enterprises balanced management decisions aimed at preserving and increasing the potential of companies in the industry. State policy should be balanced in terms of ensuring the formation of budget revenues and improving the duration and quality of life of the population. However, over the past few years, a number of significant restrictions on the sale and advertising of beer in public places, production technology has been introduced. Conditions of financial and economic activity of beer and alcohol enterprises are presented in table 1.

Complex of factors determining the peculiarities of financial and economic activity of beer and alcohol enterprises in Russia

<table>
<thead>
<tr>
<th>The factors of macroeconomics</th>
<th>The factors of industry</th>
<th>The factors of organization</th>
</tr>
</thead>
<tbody>
<tr>
<td>Implementation of the state policy to improve the quality of goods and services, Strategy for the formation of a healthy lifestyle</td>
<td>Legislative consolidation of the content of components in the beer (80% of malt, no more than 20% of unmalted grain products, of which no more than 2% of sugar-containing products), which creates an additional burden on malt producers, barley and brewing companies.</td>
<td>Continuous control of the composition and quality of products, significant costs for quality assurance, including certification according to international standards</td>
</tr>
<tr>
<td>Russia's accession to the WTO, market opening for transnational corporations, new product quality standards (ISO standardization)</td>
<td>Increased competition and at the same time strict regulation of beer sales (restrictions on advertising in the media, limitation of time and points of sale, the age of buyers, the use of PET-containers)</td>
<td>A large share of the costs associated with the promotion of goods to the market, the inability to use standard promotions requires the implementation of new formats of expensive large-scale advertising projects</td>
</tr>
<tr>
<td>Focus of state policy on increasing taxes and fees</td>
<td>A complex system of taxation and increased tax burden in the sale of beer</td>
<td>The need to constantly search for internal and external sources of stabilization of the financial position of the company, competitive advantages</td>
</tr>
<tr>
<td>Crisis phenomena, growth of foreign exchange rate, introduction of sanctions and counter-sanctions</td>
<td>Fall in effective demand, reduction in production and sales of products for export</td>
<td>The complexity of cost planning, determining the cost of production. At the same time the instability of foreign exchange rates reduce the reliability of the budget of material costs</td>
</tr>
</tbody>
</table>
Restrictive and prohibitive norms of recent years have a negative effect, create unequal market conditions for doing business in the beer-non-alcoholic industry and hamper the development of companies.

The financial and economic conditions of beer and non-alcoholic enterprises are presented in table 2.

Table 2
Indicators characterizing the activity of beer and alcohol enterprises in the Altai region for 2015-2018

<table>
<thead>
<tr>
<th></th>
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</thead>
<tbody>
<tr>
<td>Produced, million dal:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>- beer</td>
<td>20,12</td>
<td>22,1</td>
<td>21,4</td>
</tr>
<tr>
<td>- mineral water</td>
<td>305,47</td>
<td>315,8</td>
<td>311,7</td>
</tr>
<tr>
<td>- other soft drinks</td>
<td>12,52</td>
<td>12,7</td>
<td>12,132</td>
</tr>
<tr>
<td>Production index, coefficient (by type of economic activity “production of drinks”)</td>
<td>103,7</td>
<td>111,1</td>
<td>103,6</td>
</tr>
<tr>
<td>Financial result (profit minus loss), mln. rub.</td>
<td>302,06</td>
<td>293,27</td>
<td>264,20</td>
</tr>
<tr>
<td>Share of unprofitable organizations, %</td>
<td>21</td>
<td>23</td>
<td>25</td>
</tr>
<tr>
<td>Profitability,%:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>- products</td>
<td>14</td>
<td>14,8</td>
<td>14,4</td>
</tr>
<tr>
<td>- assets</td>
<td>5,8</td>
<td>6,9</td>
<td>6,4</td>
</tr>
<tr>
<td>Level of production capacity utilization, %:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>- production of beer</td>
<td>81</td>
<td>86</td>
<td>83</td>
</tr>
<tr>
<td>- production of drinks</td>
<td>50,4</td>
<td>53,5</td>
<td>51,8</td>
</tr>
</tbody>
</table>

Source: compiled by the authors according to the data of the Federal state statistics service for the Altai territory and the Republic of Altai, https://akstat.gks.ru

Table 2 shows an increase in beer production by 5.58%, mineral water by 14.85% and other soft drinks by 4.55%. However, the production of alcoholic and non-alcoholic beverages has not
reached the level of the pre-crisis period. This is evidenced by the value of the production index, equal to 96.8. The growth of the financial result by 42.45%, while the share of unprofitable enterprises almost doubled, had a negative impact on the level of profitability. Thus, the profitability of products decreased by 30% and the return on assets-by 29%. A negative trend is also a reduction in the level of beer production capacity utilization by 2.57%. This indicates a significant underutilization of production capacity. This factor should be taken into account when evaluating business decisions.

The expenses of enterprises were supplemented by such atypical elements as the development and support of websites, the organization of surveys, membership in associations and unions, the holding of charity events and the maintenance of a positive image. In conditions of significant legislative pressure, beer-non-alcoholic enterprises need reliable tools for assessing business decisions, one of which is marginal analysis. It allows you to determine the optimal proportions between variables and fixed costs, price and sales volume, minimize business risks, which is a significant increase in conditions of incomplete production capacity utilization. The margin analysis methodology is based on the separation of costs into fixed and variable depending on the reaction to changes in production volume [4,5,10,25]. The calculated indicators are the break even point in the monetary, physical and temporal dimension, the reserve of financial stability, and operational leverage.

Calculations are made on the example of the existing beer and non-alcoholic enterprise, which produces seven product lines: mineral water, soft drinks with different formulations ("Pear", "Extra – Citro”, “Cream soda”, “Pinocchio”, “Lemon”), beer “Hop”. The calculations are presented in table 3.

<table>
<thead>
<tr>
<th>Product</th>
<th>Volume, liter</th>
<th>Revenue, ruble</th>
<th>Total variable cost, ruble</th>
<th>Total fixed cost, ruble</th>
<th>Marginal profit, ruble</th>
<th>Total cost, ruble</th>
<th>Profit, ruble</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mineral water</td>
<td>600900</td>
<td>4154689</td>
<td>1550897</td>
<td>909170</td>
<td>2 603 792</td>
<td>2 460 067</td>
<td>1 694 622</td>
</tr>
<tr>
<td>Soft drinks &quot;Pear&quot;</td>
<td>723 407</td>
<td>8 824 749</td>
<td>5 531 925</td>
<td>401 220</td>
<td>3 292 824</td>
<td>5 933 145</td>
<td>2 891 604</td>
</tr>
<tr>
<td>Soft drinks &quot;Extra – Citro&quot;</td>
<td>198 934</td>
<td>2 516 964</td>
<td>988 415</td>
<td>325 630</td>
<td>1 528 549</td>
<td>1 314 045</td>
<td>1 202 919</td>
</tr>
<tr>
<td>Soft drinks “Cream soda”</td>
<td>32 405</td>
<td>438 462</td>
<td>203 815</td>
<td>55 740</td>
<td>234 647</td>
<td>259 555</td>
<td>178 907</td>
</tr>
<tr>
<td>Soft drinks “Pinocchio”</td>
<td>154 035</td>
<td>656 436</td>
<td>518 470</td>
<td>141 564</td>
<td>137 966</td>
<td>660 034</td>
<td>-3 598</td>
</tr>
<tr>
<td>Soft drinks “Lemon”</td>
<td>139 368</td>
<td>1 735 675</td>
<td>502 120</td>
<td>111 926</td>
<td>1 233 555</td>
<td>614 046</td>
<td>1 121 629</td>
</tr>
<tr>
<td>Beer “Hop”</td>
<td>70 487</td>
<td>7 780 438</td>
<td>5 588 744</td>
<td>405 250</td>
<td>2 191 694</td>
<td>5 993 994</td>
<td>1 786 444</td>
</tr>
</tbody>
</table>

Source: compiled by the author

According to reports, the drink "Pinocchio" is unprofitable. However, if it is removed from production, the total financial result will be reduced by the amount of margin income of 137966 rubles. That is, if the product has a positive margin income, then its withdrawal from production will only worsen the financial situation of the enterprise. Analysis of the assortment based on the total cost leads to negative consequences.
Using margin analysis to make decisions about the product range allows you to calculate the critical volume of production (break-even point) in physical, monetary and time terms [2,11,12]. The break-even point is the volume of sales, the revenue from the sale of which covers all costs, the company does not have a profit or loss. If the actual sales volume is below the break-even point, the company incurs losses, and if it is above the break-even point, the company makes a profit. Break-even sales in the production of several products can be determined by the formula 1.

\[
\sum_{i=1}^{n} Q_i \times P_i - \sum_{i=1}^{n} Q_i \times AVC_i - FC = 0,
\]

where \(Q_i\) is break-even volume of the \(i\)-th type of production; 
\(P_i\) is the price of the \(i\)-th type of production; 
\(AVC_i\) is average variable cost of the \(i\)-th type of production; 
\(FC\) is total fixed cost.

The break-even point is calculated mathematically, the variable "x" is equal to the minimum sales volume.

<table>
<thead>
<tr>
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<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Volume, liter</td>
<td>600 900</td>
<td>723 407</td>
<td>198 934</td>
<td>32 405</td>
<td>154 035</td>
<td>139 368</td>
<td>70 487</td>
</tr>
<tr>
<td>Calculation index</td>
<td>18,54x</td>
<td>22,32x</td>
<td>6,14x</td>
<td>x</td>
<td>4,75x</td>
<td>4,30x</td>
<td>2,18x</td>
</tr>
<tr>
<td>Price, ruble</td>
<td>6,91</td>
<td>12,20</td>
<td>12,65</td>
<td>13,53</td>
<td>4,26</td>
<td>12,45</td>
<td>110,38</td>
</tr>
<tr>
<td>Average variable cost, ruble</td>
<td>2,58</td>
<td>7,65</td>
<td>4,97</td>
<td>6,29</td>
<td>3,37</td>
<td>3,60</td>
<td>79,29</td>
</tr>
</tbody>
</table>

Source: compiled by the author

Using formula 1, we obtain the following expression:

\[18.54x*6.91-18.51x*2.58+22.32x*12.22\pm22.32x*765+6.14x*12.65-6.14x*4.97+13.53x-6.29x+4.75x*4.26-4.75x*3.37+4.3x*12.45-4.3x*3.60+2.18x*110.38-2.18x*79.29-2350500=0\]

\[346.2881x= 2.350 500\]

\[x=6.788 \text{ liter. This is break-even sales of soft drinks "Cream soda".}\]

Then 125 844 liters is the breakeven sales volume of mineral water, 151 502 liters is the break even sales volume of Soft drinks "Pear", 41 677 liters is the breakeven sales volume of soft drinks "Extra – Citro", 32 242 liters is the breakeven sales volume of soft drinks “Pinocchio", 29 188 liters is the breakeven sales volume of soft drinks “Lemon”, 14 798 liters is the break even sales volume of beer “Hop”.

Thus, the enterprise has no profit, but also does not bear losses if realizes the given volume of production. The actual sales volume significantly exceeds the break-even volume; therefore, the
company makes a profit and has a financial strength reserve, which is calculated by the formulas 2, 3[15,16,18]:

\[
\text{Financial strength reserve, rubles} = \frac{\text{Revenue, rubles}}{\text{Breakeven sales, rubles}},
\]

(2)

\[
\text{Financial strength reserve, %} = \left(\frac{\text{Revenue, rubles}}{\text{Breakeven sales, rubles}}\right) \times 100%.
\]

(3)

The breakeven-point in rubles is calculated by the formula 4:

\[
\text{Breakeven point, rubles} = \frac{\text{FC}}{K_m} \times 100%.
\]

(4)

where FC is the fixed cost, rubles; \(K_m\) is margin profit ratio, coefficient.

In turn the margin profit ratio is calculated by the formula 5:

\[
\text{Margin profit ratio} = \frac{\text{Margin profit, rubles}}{\text{Revenue, rubles}} \times 100%.
\]

(5)

The indicators calculated by the formulas 2,3,4 and 5 are presented in table 5.

<table>
<thead>
<tr>
<th>Indicators</th>
<th>Value of indicators</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenue, ruble</td>
<td>26 107 413</td>
</tr>
<tr>
<td>Total variable cost, ruble</td>
<td>14 884 376</td>
</tr>
<tr>
<td>Margin profit, ruble</td>
<td>11 223 027</td>
</tr>
<tr>
<td>Margin profit ratio, coefficient</td>
<td>0.43</td>
</tr>
<tr>
<td>Breakeven-point, ruble</td>
<td>5 467 818</td>
</tr>
<tr>
<td>Financial strength reserve, ruble</td>
<td>20 639 585</td>
</tr>
<tr>
<td>Financial strength reserve, %</td>
<td>79.05</td>
</tr>
</tbody>
</table>

Source: compiled by the author

Let’s supplement the margin analysis with the calculation of the break-even point in time units (days), which will allow us to consider the achievement of this indicator in relation to the time period. If the company received revenue in the amount of 26 107 413 rubles per month (30 days), the break-even point was made:

\[
\frac{30 \text{ days} \times 5467818}{26107413} = 6.3 \text{ days}
\]

The rest of the time (23.7 days) the company worked for profit.
Break-even point calculation in days is crucial for the organization of control over planned indicators. It represents one of the reference points. Monitoring its achievement is mandatory due to the above circumstances. Deviations of the system from the planned trajectory in the process of its movement to the target are caused by positive and negative parametric disturbances. Equipment breakdowns, malfunctions in logistics, power outages and unplanned work are negative parametric disturbances. They have the effect of reducing speed and increasing time to reach the target. While the introduction of scientific developments, improving the quality of raw materials and increasing labor discipline are considered as positive parametric disturbances. They are associated with increased speed and reduced time. It is the presence of disturbances that determines the need for monitoring the achievement of planned targets and implementing managerial impacts in appropriate situations. Note that monitoring the progress of the scheduled task can be carried out continuously or discretely. However, continuous monitoring, as well as monitoring with a high frequency, causes an excessive load on the information system and leads to an increase in costs. The organization of measurement and control of technological processes is rational if it is based on critical principles of profitability and rationality. Profitability and rationality suggests that the cost of the process should always be lower than the results obtained from its use.

Figure 1 graphically presents a theoretical model of the process aimed at achieving the target.

In the case under consideration, \( A_1(t) \), \( A(t) \), \( A_2(t) \) is the amount of work performed during the time of \( t_{\min} \), \( t_{\text{pl}} \), \( t_{\max} \) at a speed of \( V_{\min} \), \( V_{\text{pl}} \), \( V_{\max} \).
There are various methods for determining the frequency of monitoring. The control time of reaching break-even volume is one of the control points. Figure 2 shows seven process control points. At point t2, the break-even volume is monitored. Timely achievement of the breakeven point acts as an important factor in the implementation of the plan for operating profit, the reality of the schedule for repayment of receivables and cash balances on accounts.

An important element of margin analysis is the calculation of operating leverage, which characterizes the level of entrepreneurial risk. The effect of the operating lever is that any change in revenue always necessarily leads to a stronger change in profits. The impact of the operating lever depends on the amount of fixed costs: the higher the level of fixed costs, the greater the impact of the operating lever [24].

Calculate the effect of the operating lever by the formula 6:

\[
\text{Operating lever, coefficient} = \frac{\text{Marginal profit, rubles}}{\text{Profit}} = \frac{11223027}{8872527} = 1.26
\]  

Operating leverage shows that when revenue changes by 1%, profit increases by 1.26%. Under favorable market conditions, the high value of the operating lever allows the company to increase its profits. However, in conditions of economic instability, with a decrease in the effective demand of consumers of products, the high value of the operating lever significantly worsens the financial results of the enterprise. This is due to the fact that each percentage decrease in revenue leads to an even greater drop in profits and the company enters the zone of losses.

Thus, the use of margin analysis tools in management decision-making will help the management of beer and non-alcoholic enterprises:
- to justify management decisions at incomplete loading of production capacities;
- to select the product groups that bring the greatest profit;
- to make decisions on the volume of production of certain types of products;
- to determine the break-even volume production;
- to determine the financial strength reserve;
- to assess the level of business risk.

Margin analysis on beer and non-alcoholic enterprises is used only if the calculation of variable cost.

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