

and enhance profitability; includes increasing investment in R&D, expanding the product line, and strengthening brand marketing.

Agency Theory: strengthen internal controls and risk management to reduce agency costs and improve corporate performance; includes establishing a sound internal control system, optimizing the capital structure, and improving information disclosure.

Stakeholder Theory: integrate ESG factors into its financial strategy to achieve sustainable development and enhance its social value; includes investing in clean energy, focusing on employee well-being, and participating in community projects.

Trade-Off Theory: optimize capital structure to balance debt financing and equity financing, reducing financing costs and improving financing efficiency; includes reasonably controlling the debt scale, optimizing the ownership structure and exploring hybrid financing methods.

Pecking Order Theory: prioritize internal financing and carefully choose external financing methods when necessary to reduce financing costs and agency costs; includes strengthening cash flow management, optimizing investment structures, and selecting appropriate financing methods.

By implementing the proposed measures, BMW Group can enhance its financial strategy and improve its overall efficiency. This will not only ensure sustainable growth but also contribute to the company's long-term success in the dynamic and competitive automotive industry.

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THE ESSENCE, SIGNIFICANCE AND PRINCIPLES OF BUILDING A

MECHANISM FOR THE FORMATION OF ENTERPRISE PROFIT

Profit is one of the most widespread and complex categories of economic science. Based on the combination of the concept of profit as an indicator of the efficiency of a commercial organization, which studies profit in terms of the mechanism of its formation, assessment of the effectiveness of activities and its reflection of the return on resources invested in the organization's activities, and the concept of profit as an indicator of the formation of the organization's equity capital, which proceeds from the fact that profit corresponds to the economic benefit received, which ensures the maximum possible increase in equity capital as a result of business operations.

Ensuring efficient operating activities of an enterprise requires the creation of an effective mechanism. The organizational and economic mechanism of enterprise profit formation is a dynamic system that is influenced by internal and external factors and consists of a set of consistent actions and tools that allow modelling decision-making options and developing tools for their analysis to achieve the set goals at the lowest cost.

The mechanism should be designed to ensure efficient operation and be effective, i.e. optimal in terms of the result-cost ratio. This should be achieved through the development of the organizational and economic component of the profit management process, which takes into account both financial, production and commercial features of the operating activities.

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FINANCIAL RESOURCES MANAGEMENT STRATEGY AND ITS