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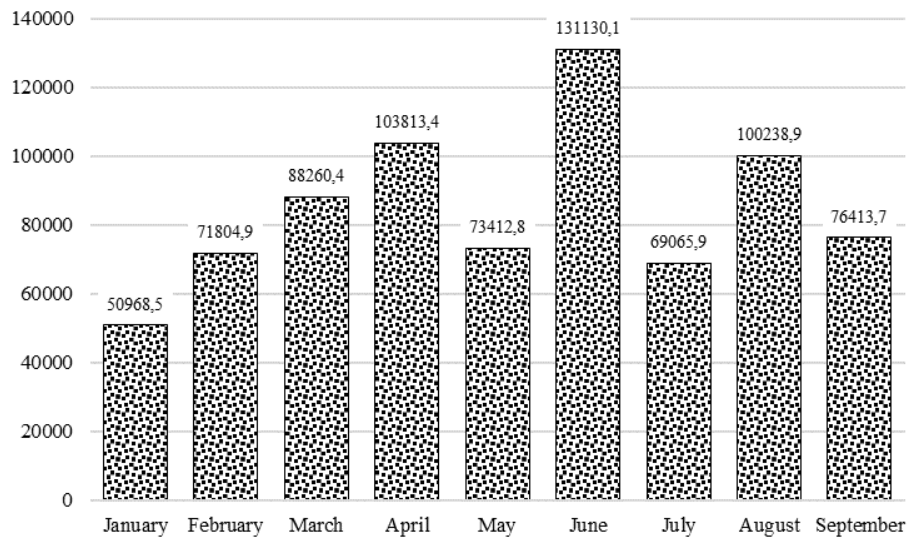
## TAXATION OF TRADE ENTERPRISES

*The article substantiates the need to assess the level of tax burden. The place and role of the tax analysis of a trade enterprise activity in the system of management are investigated. The subject, information support, types, functions and stages of tax analysis are presented. The algorithm for calculating the absolute and relative tax burden is presented. The importance of the analysis of the state of settlements for tax liabilities in the system of tax analysis is determined.*

*Keywords:* trade enterprise, economic activity, tax analysis, tax burden, tax liability, tax payments.

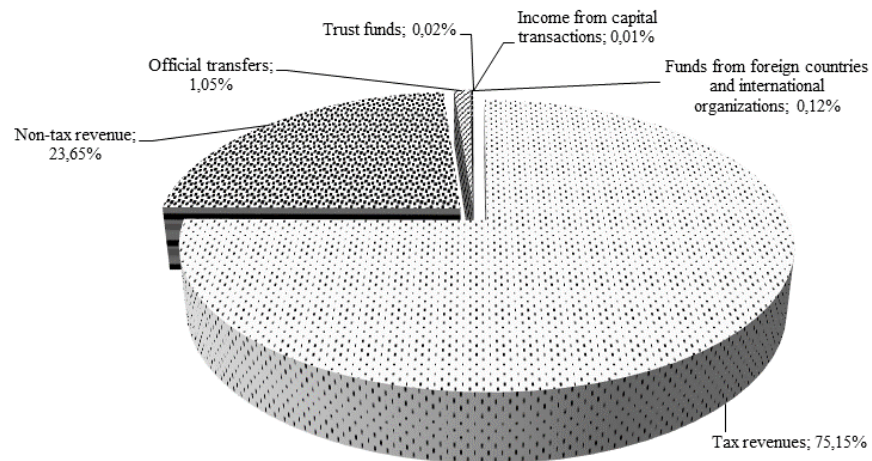
**Background.** As of October 1, 2020, the revenues of the state budget of Ukraine for September amount to UAH 765 108.6 mln, which is 69.8 % of the planned revenues for 2020. The monthly dynamics for the current year differs in its unevenness (*figure 1*), this is due to the terms of payment of certain taxes types provided by the Tax Code of Ukraine, the lack of penalties for late payment of taxes due to quarantine, as well as economic and social and political instability.

Among the revenues of the state budget of Ukraine there are tax revenues (taxes on income, profits and market value increases, rent and fees for the use of other natural resources, domestic taxes on goods and services, taxes on international trade and foreign transactions, fees for fuel and energy resources etc.), non-tax revenues (income from property and business activities, administrative fees and payments, revenues from non-profit activities, other non-tax revenues, own revenues of budgetary institutions), revenues from capital transactions (revenues from fixed assets, revenues from sales of state stocks, funds from the sale of land and intangible assets), funds from foreign countries and international organizations, trust funds and official transfers. The most important component is tax revenues.



**Figure 1. Revenues of the state budget of Ukraine in 2020, mln UAH**

Their volume for the three quarters of 2020 amounted to UAH 5 74980.3 mln, which in percentage terms is 75.15 % of the total state budget revenues of Ukraine (figure 2).



**Figure 2. Revenues structure of the state budget of Ukraine by items of revenue in 2020**

Taxes are the main source of state revenues, the most important element of its economic policy, an instrument of economic regulation and invading the sphere of strategic, tactical and operational decisions, they put business leaders in front of the need to have knowledge and organize tax management system. Taxes are a mandatory, unconditional, individually gratuitous payment levied on legal entities and individuals in the form of alienation of funds due to them in order to financially support the activities of the state [1, p. 52].

Among other sources, 9.65 % of state budget revenues are corporate income tax, which for the period from January to September 2020 amounts to UAH 73 810.8 mln. These data show that taxation of business entities is important and significant at the macro level. However, quite often investors, owners and / or business leaders are faced with the question of choosing a particular tax system. The solution of this problem requires a scientific justification, which is possible through tax analysis.

**Analysis of recent researches and publications.** A large number of scientific works of researches such as O. Butska, O. Legostaeva, N. Lysenkova, M. Nikonovich, G. Devlikamova, V. Aranchiy, T. Mysnyk, E. Mnykh, T. Melikhova, M. Kondratenko, L. Novoselska, Yu. Panura, M. Novikov, A. Guzatulin, O. Malyshkin, V. Babenko, O. Pokolodna, A. Mishchenko, E. Duliha, T. Kaneva, A. Drepin, K. Kanonishena-Kovalenko, N. Kovshun, N. Pyatka, A. Nikitishin, V. Onisiforova, I. Parasiy-Vergunenکو, Y. Shvets, A. Zavalnyuk [1–14] as well as many others, are devoted to research of separate questions of methodology and the analysis organization. Despite their thoroughness, comprehensive studies of the analysis of taxation of trade enterprises, which would contain a detailed study of organizational and methodological support, are missing. This necessitates the study of a number of issues.

The **aim** of the study is to develop methodological approaches to the analysis of taxation of trade enterprises.

**Materials and methods.** The information base of the article is presented by scientific works of domestic and foreign scientists [1–14].

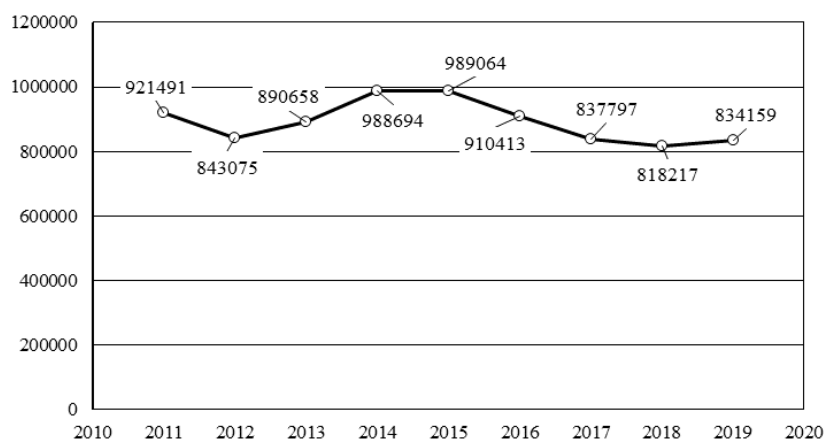
The research is based on such scientific methods as analysis and synthesis, comparison, idealization and abstraction, systematization and generalization have been used for conclusions formulation of the study results.

**Results.** It was recorded an increase in budget revenues compared to previous years, value added tax, excise tax, personal income tax and profits tax according to the State Tax Service of Ukraine for 9 months of 2020.

Among the 100 largest taxpayers a special place is occupied by trade enterprises (13 enterprises), among which there is LLC "ATB-Market", LLC "Epicenter K", LLC ESC "Esco-Pivnich", LLC "Silpo-Food", LLC "Tedis Ukraine", LLC "Metro Cash and Carry Ukraine", LLC "Auchan Ukraine Hypermarket", LLC "Sistemoiling Engineering", LLC "Monsanto Ukraine", LLC "Philip Morris Sales and Distribution" and others.

At the same time, in the first half of 2019, the country's largest network of construction hypermarkets LLC "Epicenter K" became the leader in the ranking of TOP-10 transport tax payers, paying 137.5 thousand UAH of tax, while the next 4 positions were occupied by the state companies. LLC "Epicenter K" also took the 9th place in the list of the largest payers of personal income tax, ML and SSS tax, paying UAH 391.0 thousand in taxes.

The data of the State Statistics Service confirm the importance of trade enterprises at the state level. Despite the fact that the volume of retail trade turnover of retail trade enterprises in April-June 2020 amounted to UAH 188.1 bln, which is 5 % less than in January-March 2020 (UAH 198.0 bln), the number of businesses in this industry has grown in recent years (*figure 3*).



**Figure 3. Dynamics of the number of business entities involved in trade during 2011–2019, bln UAH**

In the context of the economic crisis against the background of the global pandemic, there is a growing need to assess the impact of the chosen system of taxation on the financial results of economic entities. This leads to the analysis of enterprises taxation. The main task of tax analysis is to substantiate economic decisions aimed at optimizing tax costs of enterprise profits by choosing a taxation system in accordance with current legislation.

The basis of tax analysis is to prove and argue the fairness and effectiveness of tax systems in the interests of the state, businesses and individuals. Equality of these interests is a stimulus for economic development of the country, social and political stability, the establishment of the principles of civilized progress [2, p. 100].

Tax analysis is the tax system study, assessment of its fairness and efficiency, calculation of the impact of various factors on the state of tax calculations and achieving their optimization. At the microeconomic level, the content of tax analysis is the justification of the volume and structure of tax payments, assessment of trends in the tax burden, diagnosis of tax payments and the possibility of their change, regulation of tax calculations over time and changing the conditions of their implementation.

Depending on the field of economic activity, there are the following types of tax analysis:

- Financial and economic (is carried out by financial and tax services of an enterprise).
- Audit or accounting analysis (is expert diagnosis of tax payments, which is carried out by independent audit services to assess the correctness of their calculation and the overall payment of all taxes).
- Socio-economic analysis (it studies the impact of the tax system on the social status of employees, in particular, the impact on changes in employee income rates and determine the possibility of increasing them by changing these tax payments).

- Economic and statistical analysis (is performed by statistical bodies at different levels of government: at the state level it assesses the general

state and trends of taxes paid by businesses and individuals; at the enterprise level it assesses the completeness of taxes payment as well as enterprise's payment of separate types of taxes).

- Marketing analysis (it studies the relationship between increased sales of certain goods and changes in corporate taxes).

- Economic and environmental analysis (is carried out at different levels of government: at the state level it provides a comparison of environmental damage with the amount of environmental tax paid by the company, i.e. determines the coverage of nature; at the enterprise level it is carried out by paying the tax by comparing its change with increasing damage to the environment caused by the enterprise).

The subject of tax analysis for business entities is to assess the amount and structure of taxes paid, their impact on the efficiency of financial and economic activities, as well as the search for ways and reserves to reduce them.

Information support of tax analysis includes the main element – an information database formed according to the rules of accounting and taxation. The use of two independent sources of information in the analysis is due to the fact that the calculation of a number of taxes is based on accounting. At the same time, in some cases, using accounting methods, it is not possible to meet a large enough number of requirements that exist in the regulations on taxation. Accounting is not applicable here. In this case, we are talking about information collected in the registers of taxation. Accounting and taxation prepares information for internal and external users on the basis of certain rules of conduct. But due to their specifics, these types of accounting can not provide a significant amount of operational information needed to make optimal management decisions. Existing accounting systems in the organization contain the information necessary for tax management, you just need to use it properly. The task of tax analysis is to combine the available information into a system of knowledge about its use. Tax analysis, acting as a consumer of information data, should identify the advantages and disadvantages of the existing information system, promote its use to achieve the goals of the organization, while achieving the goals of each of the existing accounting systems in the organization [3, p. 138].

Tax analysis is closely related to other functional phenomena in the system of tax management at the micro level. It is a link between accounting and management decisions, it plays an important role in preparing information for tax planning [1, p. 54].

The most important functions of tax analysis include the study, evaluation and determination of reserves. Implementing the function of the study, economic laws are analyzed, patterns of economic processes at the enterprise in certain conditions are determined, the causes of deviations from the planned indicators are established, etc. The principles of tax analysis are statehood, scientificity, complexity, system, objectivity, effectiveness, planning, operational efficiency, democracy and efficiency [2, p. 98-99].

The main stages of tax analysis at the enterprise are presented in *figure 4*.



Analysis of the absolute tax burden involves assessing the composition of taxes and fees for the period under review, identifying payments that account for the largest share in the total tax, assessing the causes of the dynamics of the tax structure, and identifying and assessing the most significant factors influencing the dynamics and structure of taxes and fees.

The relative tax burden is not only a quantitative but also a qualitative characteristic of the impact of the tax system on the business entity. The system of analytical ratios of the relative tax burden includes three groups of indicators.

The *first group* of analytical ratios of the tax burden on income from the enterprise includes:

Tax burden ratio (1):

$$K_1 = \frac{A_{ITR}}{S_r}, \quad (1)$$

where  $K_1$  – is the tax burden ratio;

$A_{ITR}$  – is the the amount of indirect taxes and fees;

$S_r$  – is sales revenue.

The ratio of the total tax burden (2):

$$K_2 = \frac{DTF+ITF}{I_t}, \quad (2)$$

where  $K_2$  – is the ratio of the total tax burden;

$DTF$  – direct taxes and fees;

$ITF$  – indirect taxes and fees;

$I_t$  – is total income from the enterprise.

The ratio of the amount of income tax and total income from the enterprise (3):

$$K_3 = \frac{A_{IT}}{I_t}, \quad (3)$$

where  $K_3$  – is the ratio of the amount of income tax and total income from the enterprise,

$A_{IT}$  – is the amount of income tax;

$I_t$  – is total income from the enterprise.

The *second group* of analytical ratios includes indicators that characterize the level of tax burden on net profit and expenses of the enterprise. These ratios characterize the ratio of the amount of taxes and fees and the amount of net profit (4):

$$K_4 = \frac{DTF+ITF}{P}, \quad (4),$$

where  $K_4$  – is the ratio of the amount of taxes and fees and the amount of net profit;

$P$  – is net profit.

The *third group* of analytical indicators characterizes the tax burden on the cost of the enterprise. These ratios are calculated as the ratio of the amounts of taxes and fees included in the prime cost and the total prime cost (5):

$$K_5 = \frac{A}{C}, \quad (5)$$

where  $K_5$  – is the ratio of the amounts of taxes and fees included in the prime cost and the total prime cost;

$A$  – is the amount of taxes and fees included in the prime cost;

$C$  – is the prime cost.

The proposed system of analytical ratios is a stable quantitative characteristics, the dynamics of which allows to draw conclusions, assess trends in the taxation of the enterprise and its impact on the enterprise in the study period.

Minimization of tax payments is primarily related to the use of tax benefits provided by law, or the use of shortcomings in the legal field. It is professional assessments and knowledge of the effectiveness of the main forms of income tax benefits (reduced tax rates for individual units, accelerated depreciation, investment tax credit and investment tax rebate, the formation of targeted tax-free reserve funds, tax holidays) that make it possible in the legal field to form additional financial opportunities to ensure sustainable economic growth.

Analysis of the status of settlements for tax liabilities is aimed at improving the regulation of cash flows; identification of opportunities for profit growth due to savings in tax payments; anticipating of the payment of fines and tax penalties.

Depending on the set tasks, the analysis of the state of tax calculations can be carried out in the operational mode (daily, every ten days), as well as for the selected reporting period as a whole on tax payments or selectively on their individual types (retrospective analysis).

Analysis of business taxation can be supplemented by factor analysis of indicators using multiplicative, additive and multiple factor models to identify the negative impact on tax flows of the enterprise.

**Conclusion.** Tax analysis provides a scientific basis for management decisions and meet the information needs of users of financial statements, and is an analytical support for management functions, including planning, forecasting, monitoring the implementation of plans, determining deviations from actual indicators, regulation. With the help of tax analysis of enterprise activity it is possible to make timely adjustments to planned tasks and to correct a situation and indicators.

The use of tax analysis techniques helps to increase tax discipline and strengthen financial well-being. The study of the taxation systems provided by the current legislation of Ukraine and the scientifically substantiated choice (general or simplified taxation system) among them, in order to optimize the tax burden, is an extremely important management task.



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**Барабаш Н., Ріпа Т. Оподаткування підприємств торгівлі.**

**Постановка проблеми.** З-поміж інших джерел 9.65 % надходжень до державного бюджету – це податок на прибуток підприємств. Оподаткування суб'єктів господарювання є важливим і значущим на макрорівні. Проте досить часто перед інвесторами, власниками та/або керівниками підприємств постає питання вибору певної системи оподаткування. Це потребує наукового обґрунтування, що можливо за допомогою податкового аналізу.

**Метою** дослідження є розробка методологічних підходів до аналізу оподаткування діяльності підприємств торгівлі.

**Матеріали та методи.** Інформаційна база статті представлена науковими працями вітчизняних та зарубіжних вчених. Основою дослідження є наукові методи, серед яких доцільно виділити: аналіз і синтез, порівняння, ідеалізацію та абстрагування, а також систематизацію та узагальнення – для формулювання висновків.

**Результати дослідження.** В умовах економічної кризи зростає необхідність оцінки впливу обраної системи оподаткування на фінансові результати суб'єктів господарювання. Це обумовлює важливість здійснення аналізу оподаткування діяльності підприємств.

**Висновки.** Податковий аналіз, що створює наукове підґрунтя для прийняття управлінських рішень та задоволення інформаційних потреб користувачів фінансової звітності, являє собою аналітичне забезпечення для виконання функцій управління, серед яких планування, прогнозування, контроль над виконанням планів, визначення відхилень фактичних показників від планових, регулювання.

**Ключові слова:** підприємство торгівлі, господарська діяльність, податковий аналіз, податкове навантаження, податкове зобов'язання, податкові платежі.