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Investment Activity of the Enterprise

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Annotation. In modern conditions, the problem of attracting investments and their effective use for the effective operation of the enterprise is very urgent. Investment attractiveness is an integral part of business activities of business entities, including production, innovation, market, marketing and other activities. Formation of investment attractiveness, development of a clear investment strategy, determination of its priorities, mobilization of all sources of investments are important for stable and quality development of enterprises in today's complex environment.

Key words. Investment; Enterprise; Finance; Monitoring; Risk; Evaluation;

Introduction

Investment activities for businesses include raising capital and raising funds to generate income. These funds can be used to develop new projects, improve equipment used by businesses, develop new technologies, use features, or expand existing businesses.

For investment activities, enterprises can use several ways:

1. Capitalization: Companies collect their own income or raise funds through debt.

2. Loans from banks: Loans can be given to businesses through banks. These loans depend on the form of payment, term and interest rate.

3. Purchase of shares: Purchase of shares of enterprises in the shareholder system and thereby increase their funds.

4. Attracting funds from trustees: Enterprises can attract investment by attracting funds from trustees in international financial systems.

5. Lease Agreements: Enterprises can attract investment through financing agreements for the purchase of equipment that they consume.

Investment activities allow enterprises to continuously develop, innovate, open new markets and generate income. Investments increase the expansion and financial results of the enterprise, but can also be associated with financial risks. Businesses consult with experts to better evaluate, strategize and hedge investments.

There are several main tasks in managing the investment activities of the enterprise. The following tasks are important in the good management of investment activities of the enterprise:

1. Creation of an investment strategy: It is necessary to create an investment strategy of the enterprise, where, in what form and how much money should be invested. This strategy should be consistent with the goals of the enterprise and the requirements of key consumers.

2. Selection of investment projects: It is necessary to determine the investment projects of the enterprise and evaluate the income, risks and financial results from them. These projects can be for the purpose of creating new products, using features, improving the equipment you consume, or ensuring the expansion of the enterprise.

3. Financial assessment and risk management: Investment activities may involve financial risks. Enterprises collect information related to strategies aimed at evaluating investment projects and investment objects, identifying risks and managing them, using the methods of financial evaluation.

4. Attracting financial resources: In order to attract necessary funds for investment activities, enterprises can use bank loans, purchase of shares, attracting funds from trustees and other financial resources. Managers set strategies to obtain financial resources in an efficient and cost-effective manner.

5. Monitoring the investment process: It is necessary to monitor the investment activity of the enterprise, evaluate the financial results and monitor the implementation of investment projects. For this, financial statements, reports and other information are collected, which gives an opportunity to evaluate and improve the investment process.

6. Legal problems and requirements of investment organization and management: Enterprises must comply with legal requirements during investment activities. There is a constant need to deal with financial services, direct account maintenance, tax requirements and other legal issues.

Good management of investment activity increases the financial success of enterprises and provides a great opportunity for development. Managers and financial professionals work together with multi-faceted and analytical decision-making, strategizing and monitoring to effectively manage investment activities.

There are several key concepts and areas of implementation in investment management. The following concepts and implementation areas are of great importance in effective investment management:

1. Risk and Financial Assessment: Investments may involve financial risks. Managers should regulate the methods used to identify, assess and manage risks. Risk analysis, risk associations, and defining risk management strategies are critical to investment.

2. Investment projects and objects: Investment projects and objects are based on the decisions made by managers about where, in what form and in what amount to invest their funds.

It can be projects implemented in order to use new products, features, improve the equipment used, ensure the development of the enterprise and generate income.

3. Attracting financial resources: Attracting the necessary funds for investments is a large part of the effective regulation of financial resources. Enterprises include obtaining loans from banks, buying shares, attracting funds from trustees and other financial resources. These challenges require financial analysis, financial strategizing and financial resource support.

4. Monitoring and evaluation: Monitoring and evaluation are important in the process of investment activities. This allows monitoring the implementation of investment projects, evaluating financial results and improving the investment process. Financial statements, reports, other information and coordination mechanisms are used for this.

5. Legal and contractual arrangements: Investments must comply with legal requirements. Managers understand the legal issues and requirements of investment organization and management, and take the necessary steps to successfully deal with financial services, accounting and tax requirements.

The normal operation of companies, especially large industrial enterprises, is impossible without the active involvement of investors' funds. The main purpose of the latter is, of course, to temporarily preserve and increase free capital. Therefore, the main subjects of investment activity are investors. They can be creditors, clients, investors, buyers and other participants in the investment process. The investor chooses the investment, determines the investment size and required effectiveness, the investment direction, controls the use of additional funds and, of course, acts as an owner due to the investment activity of the object. A characteristic feature of any investor is the refusal to immediately consume existing funds in order to better meet their needs in the future. The main goal of the investor is to choose the most reasonable investment object. Such an object should have the most favorable development prospects, as well as high efficiency of investments. Choosing an investment object may not be spontaneous, because it is preceded by a very complex process of careful selection, evaluation and analysis of various alternatives. The investment attractiveness of the enterprise is a comprehensive assessment of the parties in terms of its activities and prospects. The main purpose of analyzing and evaluating the investment attractiveness of the company is to determine the feasibility of investing in a particular object.

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