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ESSENCE OF MANAGEMENT INVESTMENT ATTRACTIVENESS OF THE ENTERPRISE

The investment attractiveness of an enterprise is an object of management, by managing which it is possible to attract investment resources for innovative development of the enterprise. Development of the enterprise in the required volumes and on acceptable conditions. The attractiveness of enterprises for investors in the economy is often low due to the low competitiveness of producers on the foreign and domestic markets.

A mandatory component of the company's investment strategy is forecasting the investment climate and investment market conditions both in general and in the context of its individual segments, which is a rather complex process that requires periodic adjustment to take into account changes in external conditions and new opportunities for the company's growth.

Achievement of high performance indicators of an enterprise is possible only if it carries out investment activities aimed at innovative reproduction. In today's market economy, investment activity is a basic prerequisite for maintaining a high level of competitiveness of an enterprise, a condition for its successful strategic development. Therefore, there is a growing need for a flexible management system focused on a strategic perspective. This system should be based on scientifically sound approaches, which in modern conditions are deepening in line with the development and complication of economic relations.

The flexibility of the investment management system creates a reserve for improving the efficiency of the latter by adjusting the investment strategy, the ability to influence the negative processes that occur in the course of its implementation, attracting additional information that changes the parameters of the investment process as a whole or its individual components, etc.

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