

INDUSTRIAL ENTERPRISES INVESTMENT ATTRACTIVE SYSTEM ASSESSMENT SYSTEM

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ABSTRACT

This article proposes a step-by-step system for assessing the investment attractiveness of industrial enterprises as a result of the analysis of the scientific literature. Objective and reliable information about industrial enterprises is of great importance in attracting investment. This is because information such as an enterprise's production capacity, labor and financial capacity, level of economic efficiency, how an enterprise performs, what advantages and disadvantages an enterprise has over its competitors determine whether an enterprise has the potential to develop in the future.

KEYWORDS: *Investment, Investment Attractiveness, Attractivenessassessment, Database.*

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