

## 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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### INTRODUCTION

In today's market economy, any enterprise needs money to develop its production process. In general, one of the best ways to provide funding for strategic development of the enterprise is to attract these investments. In order to attract investment, investors must first show how much the enterprise, including industrial enterprises, is attractive for investment.

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.

For example, such data will be needed for the state to assess the effectiveness of the use of benefits provided by the state, to analyze the pros and cons of the policy of state regulation of enterprises, how to support such enterprises in the future. For investors, it is necessary to find answers to the question of what benefits can be seen if invested in the enterprise, and whether it is possible to invest in general.

Therefore, in order to attract investment in the development of the enterprise, it is advisable to conduct a comprehensive analysis of the investment attractiveness of the enterprise. This analysis should include indicators such as the level of development of the enterprise, the level of effective aging, financial and economic condition, staff skills, management and marketing policy. Such an analysis, first of all, by determining the overall competence of the enterprise,

shows that the enterprise needs investment, but at the same time provides investors with directions in which to work for the future development of the enterprise.

There is no single system for assessing the investment attractiveness of industrial enterprises. Therefore, based on the results of the analysis of the literature, we propose a multi-stage system for assessing the investment attractiveness of enterprises. This system gives a clear description of the general condition of the enterprise and allows investors to obtain the necessary information.

In Phase 1, the necessary database is created to analyze the activities of the enterprise. As mentioned above, in carrying out any activity, including whether an enterprise needs investment, a database is definitely needed to know what results can be achieved if the investment is made. This database should be organized in such a way that it is understandable to everyone and has access to the necessary information in a timely manner, which can help to make decisions based on this information.

Based on the above considerations, the main objectives of creating an innovation database of the enterprise are:

1. Ensuring the scientific validity of investment decisions;
2. To provide access to timely information to those responsible in the prescribed manner to address investment-related issues.

The formation of a database schema is, of course, closely related to the data source. The formation of the necessary database for assessing the investment attractiveness of the enterprise should be as follows (Figure 1).

When assessing the investment attractiveness of industrial enterprises shown in Figure 1, the database analysis should be performed using the following main functions:

1. Determining the need for future investment in the enterprise;
2. Investment planning;
3. Calculation and calculation of investment, optimization of costs for the implementation of investment projects;
  1. Selection of investment targets;
  2. Supervision of investment projects;
  3. Evaluating the effectiveness of investment.

**In stage 2**, knowing the need for investment, the possibility of attracting it, the activity of the enterprise is analyzed based on the data collected in stage 1. The overall performance of the enterprise is divided into four blocks, which offer a comprehensive analysis, which consists of:

1. Financial condition of the enterprise:
    - 1.1. Revenue structure;
    - 1.2. Cost structure;
    - 1.3. Profit growth rate;
    - 1.4. Financial independence ratio;
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- 1.5. Transportation profitability rate;
- 1.6. Comparison of accounts receivable and accounts payable.
2. Debt burden:
  - 2.1. Tax burden level;
  - 2.2. Structure of debt obligations;
  - 2.3. Current liquidity level;
  - 2.4. Debt ratio on its balance sheet;
  - 2.5. The degree to which the amount of debt depends on the cash flow.
3. The market position of the enterprise;
  - 3.1. Level of services provided;
  - 3.2. Demand for services provided;
  - 3.3. Enterprise market share;
  - 3.4. Level of competition.
4. Management level:
  - 4.1. Form of ownership;
  - 4.2. Quality of personnel management;
  - 4.3. Level of staff training;
  - 4.4. Fulfillment of the main goal of the enterprise

One of the key features of creating an opportunity for investors and shareholders to analyze the financial statements in depth is the application of International Financial Reporting Standards in all countries. That is, it is more appropriate for different stock exchanges in different countries to prepare a single financial statement for each of them, rather than a financial statement based on the standards of that country. As a result, reporting costs are reduced and capital mobilization opportunities are expanded. Therefore, as we strive for the international community, the world market, our activities must meet international standards. In other words, by accelerating the transition to international financial reporting standards, foreign investors will be provided with the necessary information environment and access to international financial markets will be expanded. The system of training specialists in the field of accounting and auditing in accordance with international standards will be improved. It should be noted that today, this type of service is established and accounted for in about half a million enterprises and organizations in various sectors of the economy. However, the distance between the two worlds (national and international) accounting systems, which operate on the principles of a homogeneous economy, is widening.

In short, the components of these blocks can be changed for the purpose of analysis, each of which is the result of an analysis of a particular direction of the enterprise, the current state of the enterprise, what it needs to do to develop the enterprise in the future. questions such as whether to invest, in what direction the company can attract investment should be fully answered.

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