ASSESSMENT OF INVESTMENT ATTRACTIVITY OF INDUSTRIAL ENTERPRISES

Mukhitdinova Kamola Alisherovna
Senior Lecturer, PhD., Tashkent State Technical University
Named after Islam Karimov, Uzbekistan

Annotation

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.

Keywords: investment, investment attractiveness, attractiveness assessment, database.

Introduction

In today's market economy, any enterprise needs money to develop its production process. In general, one of the most optimal ways to provide funding for the 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 at all.

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 production, financial and economic situation, 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 also 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 of 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 should help to make decisions based on this information.

Based on the above considerations, the main objectives of creating an innovative 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.

When assessing the investment attractiveness of industrial enterprises, database analysis should be performed through the following main functions:

1. Determining the need for future investment in the enterprise;
2. Investment planning;
3. Calculation and calculation of investments, optimization of costs for the implementation of investment projects;
4. Selection of investment targets;
5. Supervision of investment projects;
6. Evaluate the effectiveness of the 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. Revenue structure;
2. Cost structure;
3. Profit growth rate;
4. Financial independence ratio;

5. Transport profitability rate;
6. Comparison of accounts receivable and accounts payable.

2.Debt burden:

1. Tax burden level;
2. Structure of debt obligations;
3. Current liquidity level;
4. Debt ratio on its balance sheet;
5. The degree to which the amount of debt depends on the cash flow.

3.The market position of the enterprise:

1. Level of services provided;
2. Demand for services provided;
3. Enterprise market share;
4. Level of competition.

4.Management level:

1. Form of ownership;
2. Quality of personnel management;
3. Level of staff training;
4. Fulfillment of the main goal of the enterprise

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

LIST OF USED LITERATURE

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