

FACTORS OF ENTERPRISE INVESTMENT SUPPORT

Category of investments is determined by both foreign and domestic scientists differently. Some of them consider this category of financial and economic point of view as long-term investment resources for profit in the future. In economic terms, others scientists define the investment as the production process in order to create production capacity and manpower, understanding investment investing in real assets to produce goods and services for profit at a reasonable amount of risk.

In a broad sense, under the investment are funds, property and intellectual values of the state, businesses and individuals directed to the creation of new enterprises, reconstruction and modernization of existing, purchase real estate, stocks, bonds, other securities for profit [1]. In the known classification of investments are divided into:

- financial, i.e. investments in stocks, bonds, other securities, assets other enterprises;
- real, i.e. investments in creating new, reconstruction and modernization of existing enterprises.

These investments are also called creating a capital, including: investment in fixed assets, the cost of major repairs, purchase of land, investments in intangible assets (patents, licenses, software, innovation, etc.), and investment in replenishing inventories.

A distinctive feature of financial investments compared with the actual investment is that they are not intended for the mandatory creation of new capacities, and involve transfer of money and the acquisition of rights to future income. They may be called the portfolio, because the risks of their investments are usually reduced through diversification of the investment portfolio [3].

As economic category investments perform several important functions, including the following:

- ensure product competitiveness and improving its quality;
- restructuring production;
- creation of the necessary raw materials for the effective functioning of enterprises;
- solution of social problems.

Investments are necessary for the effective functioning of enterprises, their stable condition and therefore they are used to achieve these goals:

- further expansion and development of production;
- recovery of fixed assets;
- improve the technical level of labor and production;
- implementation of environmental measures and the acquisition of securities, investing in assets other enterprises [5-6].

Research of investment company evaluates investment situation, investment environment and investment attractiveness. The investment situation is defined investment activity of the enterprise and efficiency of investment processes. Investment Climate Assessment carried out by analyzing the results of prediction socio-economic situation and environmental situation in the country and the region. Investment attractiveness driven by favorable investment situation and investment climate, the benefits that will provide investors additional income on investment and reduce risk [2].

Investment company situation defined national and regional factors, including:

- inflation;
- tax, depreciation, currency and customs policy;
- bank interest rates, the sectorial structure of regional external economic relations, the geographical position of the enterprise, income, investment attractiveness of the enterprise.

In a transitional economy qualitatively changed the socio-economic mechanism of investment. The economic content of investment category is filled with new modern forms of attraction and movement resources, and relations between the participants of the investment process [7].

Evaluating the effectiveness of investment company should consider strategic development goals and ways to achieve them, provide the ability to select the most effective option among alternative investment projects. This is consistent with the theory of efficiency, which provides a comparative

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assessment of the outcomes of activities to costs that contribute to its achievement.

The economic justification for the investment of the enterprise allow to ensure its ongoing development, giving it flexible, adaptive nature that required under uncertainty and overcome the negative trends in the transition economies. It is important to the rating of investment attractiveness based on attributes that reflect the most important aspects of investor estimates for the company. One method of assessing the investment attractiveness is an expert method based on the use of the views of experts enterprises. The main features that are used for evaluation of investment attractiveness are: the export potential of the enterprise; scientific and technical potential of the enterprise; stable market products that are produced; financial stability of the company; duration of the production cycle; necessary investment [4].

Effective investment activities in the enterprise necessitates optimization system of investment and development of an appropriate management structure. It is necessary to develop specific tasks for each department with clearly defined parameters. Efficiency is defined efficacy investment management investment activities, which should be based on an economic basis and include the following subsystems: financial credit, taxation, payments for production and natural resources, pricing, economic incentives and sanctions. Due to the fact that funding and financing affects virtually all stages of the investment process, leading role of financial and credit subsystem. The process affects investment by the state interest rate for the loan. It can raise or lower the demand on investments depending on the specific conditions of economic development.

Prominent among systems of investment activity belongs subsystem taxation. The tax system participants investment based on the relevant laws of Ukraine. An important element of the investment management business is payment system for production, natural and other resources that should be stimulating nature [1].

Price subsystem includes the development of prices, their types, structure, size, dynamics changes and the process as a way of pricing rules establishing, developing new and changing existing price.

Company investment process based on the company's investment policy, which provides instruction in target investment and its implementation mechanism.

The investment activities of the company shall be based on its purpose and objectives of the investor and must ensure consistency between profitability and risk capital investment. You also need to ensure liquidity and make minimizing risk factor based on the formation of a diversified investment portfolio.

Given the instability of the economy and the fact that increased investment risks, there are serious difficulties in the development of long-term investment programs necessary to conduct a thorough analysis and develop long-term plans investment [3].

Take into account in planning all the trends and changes in the economic situation is impossible, so it is advisable to consider alternative options for investment and the possibility of adaptive change through the development of organizational and economic mechanism of investment decisions under risk and uncertainty. Development investment constrains no well-founded regulatory and legal framework.

Of great importance for the company has sales estimate that takes a long-term market demand. This requires serious marketing research of which allows the company to enter into specific agreements for delivery to the definition of the terms of volumes and prices. This requires a detailed analysis of the manufacturing process for the production of such products, which includes an analysis of the production program, the calculation of its complexity, graphic design resource requirements. The output, which has a long-term market demand, makes strengthening the role of new technologies, including information and technical renewal of fixed assets and improve the quality of its use. This in turn requires improvement depreciation policy, which under current conditions it is impossible to restore production levels and get out of the economic crisis, as is common knowledge that depreciation is a source of domestic investment company [6].

The economic basis for the release of the country's economic crisis may provide realization of investment projects to develop real production. However, according to research results, most companies do not develop their own strategy of development based on market requirements. This affects the decision-making potential investors due to the high risk of loss of funds due to insecurity of property rights, poor management, and lack of transparency of the financial condition of enterprises.

Literature.

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**ШЛЯХИ ПІДВИЩЕННЯ ЕФЕКТИВНОСТІ
ВИКОРИСТАННЯ РОБОЧОГО ЧАСУ**

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