

## REFERENCES

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## INVESTMENT ATTRACTIVENESS OF THE COMPANY

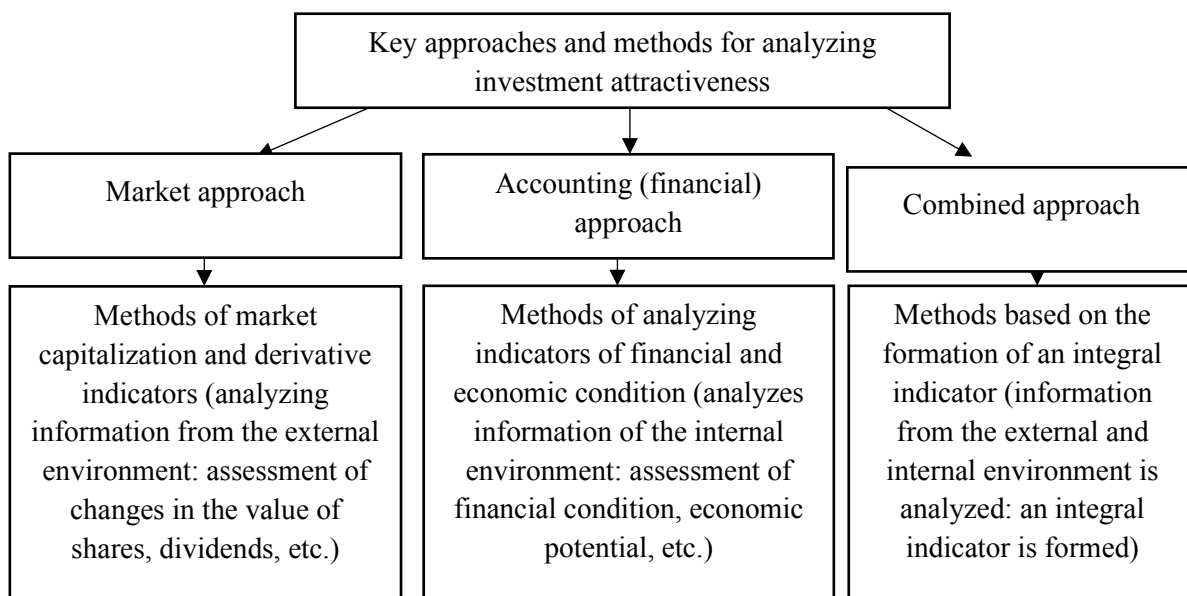
In today's realities, investment attraction plays a large and important role in the activities of any enterprise, as it ensures efficient operation, promotes sustainable development, allows to update and increase its production, expand the material and technical base of its activities, thereby increasing the competitiveness of the enterprise. Therefore, for the successful and sustainable development of an organization, it is necessary to raise capital from external sources. By investing, organizations strengthen their competitive advantages, expand production, and introduce the latest technologies.

An investor determines the investment attractiveness of an enterprise when determining the feasibility of investing in a selected object. To attract investment, an enterprise needs to be sustainable and competitive, since any investor is interested in maximizing the profitability of its investments and minimizing risks. Therefore, it is customary to consider the indicator of investment attractiveness as a generalized indicator of the expediency of investing investment resources in the activities of any enterprise. Investment attractiveness is a set of factors and characteristics of an enterprise that allow an investor to choose it as an investment object [3, p. 61-64].

A thorough and timely assessment of the investment attractiveness of an enterprise is very important for an investor, as it helps to minimize the risk of unsuccessful investment. The main task of the investor is to choose an investment object with the best opportunities for development and high investment efficiency. In analytical practice, the assessment of the investment attractiveness of an enterprise is divided into three main approaches: market, accounting and combined (financial) (Fig. 1) [1, p. 217-224].

Each of the above approaches has its advantages and disadvantages. For example, the advantages of the market approach to assessing investment attractiveness include

the use of common criteria and the objectivity of the indicators used, while the disadvantages include the inability to use securities instruments due to the underdevelopment of the stock market effectively. The advantage of the accounting approach is the use of traditional financial and economic indicators and information availability, while the disadvantages include limited assessment of financial aspects and duplication of information. The advantage of the combined approach to assessing investment attractiveness is the formation of a generalized indicator, taking into account quantitative and qualitative parameters, and the disadvantage is the difficulty in achieving accuracy and objectivity of the assessment itself [2, p. 81-89].



**Fig. 1. Basic approaches and methods for analyzing the investment attractiveness of an organization**

Thus, the main criterion for the successful development of an enterprise is its investment attractiveness, and an effective methodology for its assessment is a fundamental tool when choosing an investment object. It allows to obtain objective, holistic data about the organization, assess the current state of financial stability and prospects for its development. The relevance of the research makes it possible to assess the company as an object of investment attractiveness and predict the prospects for its future activities comprehensively.

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