

DIAGNOSTICS OF INVESTMENT ATTRACTIVENESS OF THE ENTERPRISE

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The article analyses and diagnoses the investment attractiveness of enterprises as potential investment objects. The first step of the decision is to determine the existing level of investment attractiveness of an object, which necessitates a skilled assessment of the multi-level structure of this indicator: international, domestic, inter-branch, intra-industry, concrete enterprise, and project.

The essence of the concept of investment attractiveness of the enterprise from the point of view of various scientists is analysed and the purpose of determination is formed. Problems of methodological approaches concerning diagnostics of investment attractiveness of the enterprise are investigated.

The article describes the essence of the complex diagnostics of the enterprise and explores its components that are: analysis of the investment climate of the state, research

of investment attractiveness of the industry and analysis of the investment attractiveness of the enterprise.

The article shows the research of a system of indicators of investment attractiveness of a selected enterprise for five years.

Thus, the first step in the study of investment attractiveness was the diagnosis of indicators of financial soundness of the enterprise. The next step to research investment attractiveness by rating an enterprise was to use the five most frequently used indicators that most fully describe the financial condition. The last stage of the study of investment attractiveness we conducted using the models of valuation of fixed assets.

Thus, having studied the system of indicators of investment attractiveness of an individual company, we found its investment attractiveness for five years.