

Integral assessment of the investment attraction of the it-enterprise “Somnium Game”

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In modern conditions, the limited resources of the enterprise require cash from investors. For the purposeful investment policy at the enterprise it is necessary to reliably assess its investment attractiveness, taking into account the conditions and factors of the external and internal environment. That is why at this stage of economic development the relevance of scientific and theoretical research and practical development of the methodology of evaluating the investment attractiveness of the business entity increases.

Over the past 10 years, the global IT market is the most promising, and the global spending on information technology is increasing every year. In Ukraine, the information technology market is in the stage of active formation, with each year the number of IT enterprises is increasing, and there is also a rapid growth of sales of goods

and services by IT enterprises in Ukraine. The integral assessment of the investment attractiveness of an enterprise is a method that allows us to assess the performance of an enterprise necessary to meet the interests of all participants in the investment process and allows us to characterize its perspective and takes into account the aggregate influence of factors. An integral assessment of investment attractiveness is suitable for companies that plan to focus on internal performance of an enterprise and an assessment of the financial condition of the enterprise.

the results of the integrated assessment indicate that the “Somnium Game” is attractive for investment, this level is sufficient to attract a small amount of funds, but to attract the investor to a large-scale project, the investment attractiveness needs to be raised.