

CONFECTIONERY INDUSTRY ENTERPRISES' INVESTMENT HIGHLIGHTS

Zianko V.V.

Doctor of Economic Sciences, Professor,
Head of Department of Finance and Innovation Management,
Vinnytsia National Technical University

Slobodianiuk O.E.

Student of Faculty of Management and Information Security,
Vinnytsia National Technical University

This article is devoted to current issues determining the investment attractiveness factors of influence on domestic enterprises and, in particular, on confectionery industry caused by the current process of Ukraine's economy reformation.

Modern methods of investment attractiveness evaluation of confectionery industry are examined; their grouping is identified and implemented; most important parameters, which should be considered by investor while choosing the object of investment, are defined. Also, there is determined that the investment attractiveness purpose depends on the customer directly or on potential investor. It is proved that the company's investment attractiveness is determined from the position of the investor and by a combination of such economic factors as the amount of funds invested in the company, from interest rate of the investment and the chance for investor of getting profits. While the entrepreneur evaluates efficiency of own funds, debt financing and sets the investment, which is obtained from the investment activities and rate of return.

Factors that positively affect the investment attractiveness of Ukrainian enterprises

are defined. Among them the main role is assigned to innovation, which is connected with the usage of scientific and technological progress in the production process and financial that determines the payback of investment resources. Also, there are identified the factors that have a negative impact on the company's investment attractiveness, which include low qualification of its management, inefficient structure of assets, underestimation of the partners' financial and economic state and instability of financial situation in the company.

There is defined that the main factors that determine the investment attractiveness of a confectionery company on basis analysis of the features of confectionery industry are the existence of future development and the effectiveness of its marketing activities, efficiency of its own and debt investment resources, effectiveness of financial and economic activity, which is implemented by the company.

Factors, which are analysed in the article, increase efficiency of investment attractiveness management of the domestic enterprises, in particularly those, which belong to confectionery industry.