

SYNTHESIS OF THEORETICAL AND METHODOLOGICAL APPROACHES TO THE ESTIMATION OF INVESTMENT ATTRACTIVENESS OF ENTERPRISES

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The article is devoted to topical issues of assessing the investment attractiveness of an enterprise. Theoretical and methodological approaches are analysed to assess the investment attractiveness of the enterprise. Recommendations are given to justify the selection of a methodical approach to assessing the company's investment attractiveness in order to provide complete, reliable and unbiased information about the company's investment attractiveness.

It is proved that the evaluation of investment attractiveness is a complex, multi-stage process. The possibility of obtaining reliable and complete information is justified by conducting a comprehensive anal-

ysis of the object of investment, comparison with other objects. It is on the basis of this information that decisions should be made about investing in order to make a profit.

The purpose of this study is achieved through a review of approaches to assess investment of enterprises and their integrated presentation in the form of a simulated process to assess the investment attractiveness of the investment object. The goal of the study is achieved by analysing existing approaches, their generalization, and presentation in the form of a simulated process of assessing the investment attractiveness of the enterprise.