

Kyiv National University of Trade and Economics
Department of International Management

FINAL QUALIFYING PAPER

on the topic:

«Investment activity of the FEA enterprise subject»

(based on data of PE “Dogoda”, Poltava)

Student of 2 year, 6 am group
Specialty 073 «Management»,
specialization «Management of
Foreign Economic Activity»

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Kyiv, 2020

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on _____, _____, 20____

Task for a final qualifying paper

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1. Topic of a final qualifying paper

Investment activity of the FEA enterprise subject

Approved by the Rector's order from 15/11/2019, No. _3889

2. Term of submitting by a student his/her terminated paper _____

3. Initial data of the final qualifying paper

Purpose of the paper is to systematize approaches to the management of investment activities of PE "Dogoda" and increase the efficiency of economic activities.

The object of the research is the investment management processes of PE "Dogoda".

The subject of the research is the investment activity of the private enterprise PE "Dogoda".

4. Consultants of the research and titles of subsections which were consulted:

Section	Consultant (last name and initials)	Date and signature	
		The task given	The task fulfilled

5. Contents of a final qualifying paper (list of all the sections and subsections)

INTRODUCTION

SECTION 1. GENERAL CHARACTERISTICS AND DEVELOPMENT OF THE INVESTMENT ACTIVITY OF THE ENTERPRISE “Dogoda”

1.1. General characteristics of the economy activity of the PE “Dogoda”

1.2. Analysis of foreign economic activity of the enterprise PE “Dogoda”.

1.3. Investigation of the efficiency of investment activity of PE “Dogoda”

Conclusion to Section 1

SECTION 2. FUTURE PERSPECTIVES AND WAYS OF INVESTMENT ACTIVITY IMPROVING OF THE ENTERPRISE

2.1. Measures to increase the investment activity effectiveness of the PE “Dogoda”

2.2. Development of a set of measures to enhance the competitive advantages of the enterprise PE “Dogoda” in the international sphere

2.3. Forecast of the effectiveness of the proposed measures and its impact

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6. Time schedule of the paper (project)

No.	Stages of a final qualifying paper (project)	Terms of a final qualifying paper (project)	
		de jure	de facto
1	Approval of the plan of a final qualifying paper (project) with scientific adviser	17.10.2019	17.10.2019
2	Submission of scientific article to scientific adviser	5.12.2019	5.12.2019
3	Submission of scientific article to the responsible editor of the collection of articles	20.03.2020	20.03.2020
4	Submission of the first section to the scientific adviser	1.10.2020	1.10.2020
5	Submission of the second section to the scientific adviser	15.10.2020	15.10.2020
6	Submission of a final qualifying paper (project) to the scientific adviser	20.10.2020	20.10.2020
7	Pre-Defence	22.10.2020	22.10.2020
8	Submission of a final qualifying paper (project) to the Head of Department	1.11.2020	1.11.2020
9	Submission of a final qualifying paper (project) to the Dean of the faculty on International trade and law	1.10.2019	1.10.2019
10	Peer review of a final qualifying paper (project)	5.12.2019	5.12.2019
11	Defence of a final qualifying paper (project)		

7. Date of receiving the task _17/10/2019.

8. Scientific adviser of the final qualifying paper

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9. Head of the project team

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10. The task received by the student Vorobei R.

(last name, initials, signature)

11. Resume of a scientific adviser of a final qualifying paper

The final qualifying paper of Vorobei Roman is relevant. The relevance of the topic of final qualification paper is explained by the strategic role of long-term capital investment in the socio-economic development of the country as a whole and its individual regions, and in the activities of specific commercial organizations.

The peer-reviewed final qualifying paper consists of content, introduction, main part (2 sections), conclusions and recommendations, references and appendices. The content of the paragraphs fully corresponds to the titles of the parts and the topic of the final qualifying paper. The content and structure of the final qualifying paper meet the requirements and current standards for obtaining a master's degree.

Illustrative materials and tables facilitate the perception of the presented information and indicate the regularity in the collection and processing (analysis) of statistical data. The practical significance of this final qualifying paper is confirmed by the possibility of using the proposed set of measures at the enterprise to improve the activity PE "Dogoda". The proposed recommendations will improve the organization of the company's economic activities.

The final qualifying paper of Vorobei Roman is completed, meets the requirements and is recommended for defense.

Scientific adviser of a final qualifying paper _____

(last name, initials, signature)

Note about preliminary paper defense _____

(last name, initials, signature)

12. Resume about a final qualifying paper

A final qualifying paper of the student _____

(last name, initials)

can be admitted to defence in the Examination Board.

Head of the project team

(Manager of the educational program)

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Head of the Department _____

(last name, initials, signature)

_____, _____, 20__.

АНОТАЦІЯ
Воробей Роман Вікторович
Інвестиційна діяльність суб'єкта ЗЕД

Менеджмент ЗЕД
КНТЕУ
Київ, 2020 рік

Випускова кваліфікаційна робота на здобуття наукового ступеня магістра спеціальності 073 "Менеджмент", спеціалізація "Менеджмент зовнішньоекономічної діяльності". Київський національний торговельно-економічний університет, 2020.

Актуальність теми випускової кваліфікаційної роботи пояснюється стратегічною роллю довгострокових капіталоутворюючих інвестицій як у соціально-економічному розвитку країни в цілому та окремих її регіонів, так і в діяльності конкретних комерційних організацій. Оцінка економічної ефективності інвестицій дозволяє порівняти можливі варіанти інвестування в технічні, технологічні, організаційні та інші заходи, розроблені в кожному конкретному проекті.

Метою роботи є аналіз та оцінка інвестиційної діяльності ПП "ДОГОДА" та розробка на цій основі рекомендацій щодо її вдосконалення.

У випусковій кваліфікаційній роботі були розглянуті теоретичні аспекти інвестиційної діяльності компанії, проведено аналіз системи показників, що характеризують інвестиційну діяльність підприємства, а також методи оцінки ефективності інвестиційної діяльності компанії.

Проведено аналіз основних техніко-економічних показників компанії ПП "ДОГОДА", аналіз інвестиційної діяльності компанії та оцінка економічної ефективності проектів, що реалізуються на підприємстві.

Ключові слова: інвестиційна діяльність, економічна діяльність, конкурентоспроможність, ефективність інвестиційної діяльності.

SUMMARY
Vorobei Roman Viktorovych
Investment activity of the FEA enterprise subject

Final qualifying paper for the degree of Master of specialty 073 "Management", specialization "Management of Foreign Economic Affairs". Kyiv National University of Trade and Economics, 2020.

The relevance of the topic of the final qualification paper is explained by the strategic role of long-term capital-forming investments both in the socio-economic development of the country as a whole and its individual regions, and in the activities of specific commercial organizations. Assessment of the economic efficiency of investments allows you to compare the possible options for investing in technical, technological, organizational and other measures developed in each specific project.

The purpose of the paper is to analyze and evaluate the investment activity of PE "Dogoda" and develop recommendations on this basis for its improvement.

In the final qualifying paper, the theoretical aspects of the investment activity of the company were considered, the analysis of the system of indicators characterizing the investment activity of the enterprise was carried out, as well as the methods for assessing the effectiveness of the investment activity of the company.

An analysis of the main technical and economic indicators of the company PE "Dogoda" was carried out, an analysis of the company's investment activities, and an assessment of the economic efficiency of projects implemented at the enterprise.

Key words: investment activity, economic activity, competitiveness, efficiency of investment activity.

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INTRODUCTION

Understanding the essence and characteristics of investment activity is necessary for both micro and macroeconomics and for people who are investors in various projects or are going to become such. Currently, there is a significant inflow of foreign investments into Russia, but there are a number of problems in our country that repel foreign investors. In the system of economic reproduction, investments play the role of one of the key factors of economic growth, contributing to the renewal and increase of production resources, the renewal of production capacities, and the introduction of technological innovations into production.

The formation of a stable and competitive economic structure of the national economy requires the attraction of all national resources and the maximum use of advantages, however, investment sources outside the country, which should strengthen the transformation process, cannot be left without due attention.

The relevance of the topic of the final qualification paper is explained by the strategic role of long-term capital-forming investments both in the socio-economic development of the country as a whole and its individual regions, and in the activities of specific commercial organizations. Assessment of the economic efficiency of investments allows you to compare the possible options for investing in technical, technological, organizational and other measures developed in each specific project. Evaluation and justification of financial results, their effectiveness allows you to make the best decision possible.

The purpose of the research is to analyze and evaluate the investment activities of the private enterprise PE "Dogoda" and develop recommendations on this basis for its improvement.

To achieve this goal, it is necessary to solve a number of **tasks**:

1. To analyze the main technical and economic indicators of the PE "Dogoda";
2. To assess the investment activity on the example of the private enterprise PE "Dogoda";

3. Develop ways to optimize the investment activities of the enterprise and calculate their economic efficiency.

The object of the research is the investment management processes of PE “Dogoda”.

The subject of the research is the investment activity of the private enterprise PE “Dogoda”.

The methodological basis of the research in this final qualifying paper was the dialectical method of scientific knowledge and a systematic approach. In the course of writing the final qualifying paper, such methods as monographic, computational-constructive, methods of system analysis and operations research, mathematical, generalization and natural modeling were used.

The information base of the study was legislative and regulatory acts, as well as financial statements of the private enterprise PE “Dogoda”.

The theoretical significance of the research is to consider various ways to improve the efficiency of the company's investment activities.

The practical significance lies in the fact that the materials obtained can be used to organize the private enterprise PE “Dogoda”.

The final qualifying paper consists of an introduction, two sections, a conclusion and a list of used literature.

In the first section, the analysis of the main technical and economic indicators of the company PE "Dogoda" is carried out, the analysis of the investment activities of the company, as well as an assessment of the economic efficiency of projects implemented at the enterprise.

In the second section, recommendations for the development of the investment activity of the enterprise are developed, and the economic efficiency of the proposed measures is calculated.

SECTION 1. GENERAL CHARACTERISTICS AND DEVELOPMENT OF THE INVESTMENT ACTIVITY OF THE ENTERPRISE PE "Dogoda"

1.1. General characteristics of the economy activity of the PE "Dogoda"

Private enterprise PE "Dogoda" was established by the decision of the citizen of Ukraine Pavlenko A.A in the city of Poltava by the order of the head of the Poltava city administration (Protocol №923 from 14.07.2004).

The main activity of the company is the production of wooden building structures and solar products.

Additional activities of the company are: production of furniture for offices and trade enterprises; production of kitchen furniture; manufacture of other furniture; manufacture of other products not included in others groupings; joinery and carpentry works; activities of agents specializing in wholesale other goods not included in other groups; wholesale trade in household furniture; wholesale trade in wicker products, cork products, coopers and other household wooden products; other retail trade in non-specialized stores; retail sale of furniture in specialized stores.

The company is engaged in the production of interior doors, producing more than 60,000 paintings per year. Branches of the company are represented in 6 cities.

The organizational structure of the enterprise is shown in Figure 1.1

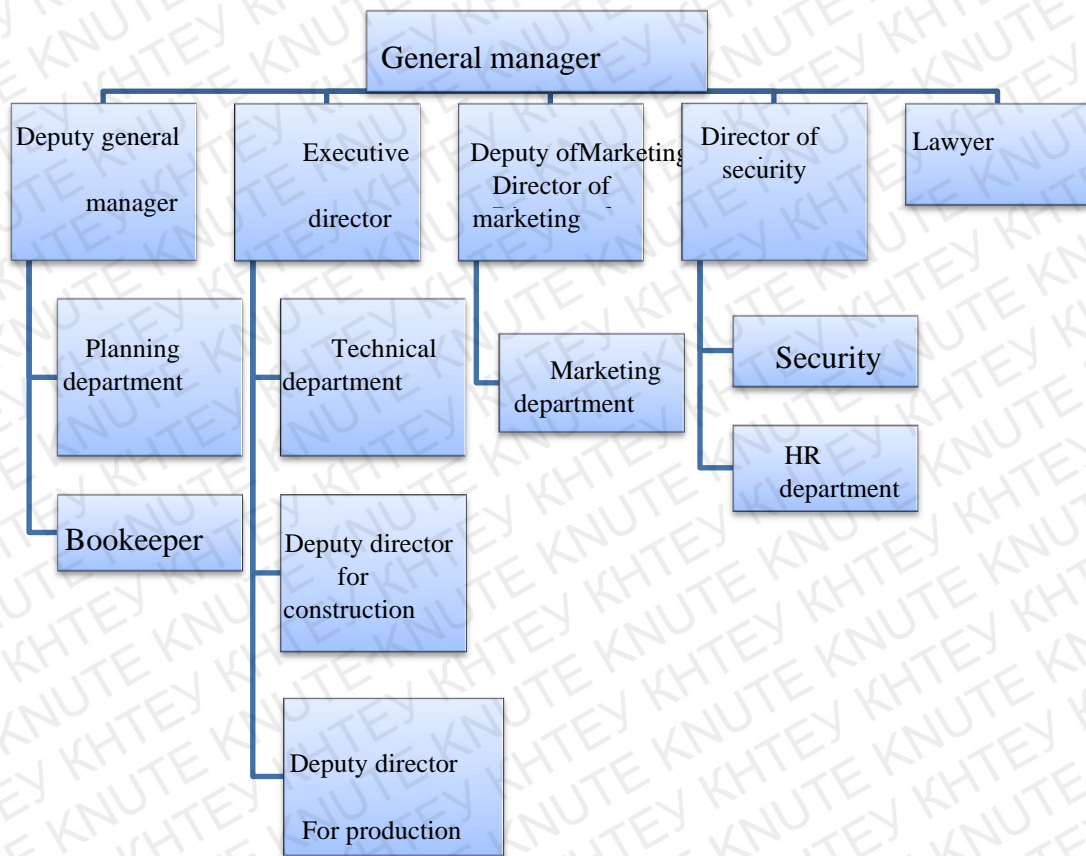


Fig.1.1 - Organizational structure PE “Dogoda”

Source: compiled on the basis of data of PE "Dogoda"

As you can see from Figure 1.1, the enterprise has a linear functional organizational structure.

The organizational structure of the enterprise is linear. Under the conditions of this structure, management influences are divided into linear (mandatory) and functional (recommendatory).

The basic rules and regulations that are applied by the accounting department of the company are the Federal Law “On Accounting” and “Regulations on Accounting and Reporting in Ukraine”. The basis of its activity is also a number of other normative legal acts acting on the basis of the above.

In the state of emergency Dogoda, such forms of financial statements are established as:

1) intermediate, which includes:

- form 1 "Balance sheet",
- form 2 "Statement of financial results";

2) annual, which includes:

- form 1 "Balance sheet",
- form 2 "Statement of financial results",
- statement of changes in equity,
- cash flow statement,
- explanatory note to reporting.

Analysis of the dynamics and structure of indicators of the statement of financial results will be carried out in table 1.1

Table 1.1

Analysis of the level and dynamics of financial results of PE "Dogoda" in 2014-2018, thousand UAH.

Indicator name	2014	2015	2016	2017	2018	Change 2018 to 2014	
						UAH	%
Net income from sales of products	6485	7569	8546	10613	8492	-54	99,4
Cost of sales (products, works, services)	2296	5422	6324	7621	3633	-2691	57,4
Gross profit (loss)	1163	1746	2232	2992	4859	2627	217,7
Administrative expenses	1100	1369	1766	2649	3219	1453	182,3
Profit (loss) from sales	312	398	466	343	1640	1174	351,9
Interest receivable	0	0	0	17	8	8	-
Other income	37	45	61	110	254	193	416,4
Other expenses	29	33	37	196	64	27	173,0
Profit (loss) before tax	342	360	368	165	1838	1470	499,5
Current income tax	50	63	74	68	84	10	113,5
Change in deferred tax liabilities	0	0	0	0	288	288	-
Net financial result	247	277	294	189	1746	1452	593,9

Source: Calculated by author based on PE "Dogoda"

Analysis of Table 1.1 showed that the company's revenue during the study period shows multidirectional trends. In 2016, the company's revenue amounted to 8546 thousand rubles, in 2017 - 10613 thousand UAH, in 2018 - 8492 thousand UAH. Thus, during 2016-2018. the company's revenue decreased by 0.6%.

The cost of sales indicator also shows a downward trend. So, in 2016, the cost of sales amounted to UAH 6324 thousand, in 2017 it increased to UAH 7621 thousand, and by 2018 it fell to UAH 3633 thousand. Thus, the cost of sales has almost halved in 2 years. It is necessary to pay attention to the fact that the cost price in comparison with the company's revenue shows a lower growth rate. This leads to an increase in the gross profit of the enterprise.

The result of the activities of PE "Dogoda" in 2016 was a net profit of UAH 294 thousand, in 2017 the enterprise showed a profit of UAH 189 thousand, and by 2018 the company's net profit showed a value of UAH 1,746 thousand.

The analysis of the effectiveness of the financial activity of the enterprise begins with the calculation and comparative assessment (with data from previous periods, planned data, data from other similar companies, industry average values) of the profitability coefficients characterizing the efficiency of the enterprise, the main of which are: horizontal and vertical analysis of the balance sheet.

The horizontal analysis of the company's balance sheet allows for a comparison of each reporting item with the previous period in relative and absolute form in order to draw concise conclusions about changes in the structure of assets and liabilities of the balance sheet.

Table 1.2

Comparative analysis of the balance sheet of PE "Dogoda" in 2014-2018,
thousand UAH

Indicator	On 31.12.					Share, %				
	2014	2015	2016	2017	2018	2014	2015	2016	2017	2018
ASSETS										
I Non-current assets										
Fixed assets	326	412	435	361	1038	12,3	13,1	14,4	8,0	8,6
Total for Section I	326	412	435	361	1038	12,3	13,1	14,4	8,0	8,6
II Current assets										
Stocks	30	32	33	77	51	0,8	0,9	1,1	1,7	0,4
Receivables	2086	2152	2242	3940	4995	56,4	63,6	74,2	87,2	41,6
Financial investments	200	200	201	121	1736	4,3	5,8	6,7	2,7	14,5
Cash and cash equivalents	100	100	100	100	100	3,3	3,3	3,3	2,2	0,8
Other current assets	9	9	9	10	4089	0,2	0,2	0,3	0,2	34,0
Total for Section II	2452	2493	2585	4158	10971	73,3	80,4	85,6	92,0	91,4
BALANCE	2778	2905	3020	4519	12009	100,0	100,0	100,0	100,0	100,0
PASSIVES										
Authorized capital	1010	1010	1010	1010	1010	33,4	33,4	33,4	22,4	8,4
Retained earnings (uncovered loss)	100	102	112	-306	1160	2,7	3,3	3,7	-6,8	9,7
Total for Section III	1110	1112	1122	704	2170	36,1	36,7	37,2	15,6	18,1
IV Long-term liabilities						0,0	0,0	0,0	0,0	0,0
Deferred tax	-	-	-	-	288	-	-	-	-	2,4
commitments	-	-	-	-	288	-	-	-	-	2,4
V Short-term liabilities	1463	1654	1898	3815	9551	55,4	59,3	62,8	84,4	79,5
Accounts payable	1463	1654	1898	3815	9551	53,8	55,9	62,8	84,4	79,5
Total for Section V	2926	3308	3020	4519	12009	100,0	100,0	100,0	100,0	100,0

Source: Calculated by author based on PE "Dogoda"

The composition and structure of the company's assets are presented in Figure 1.2.

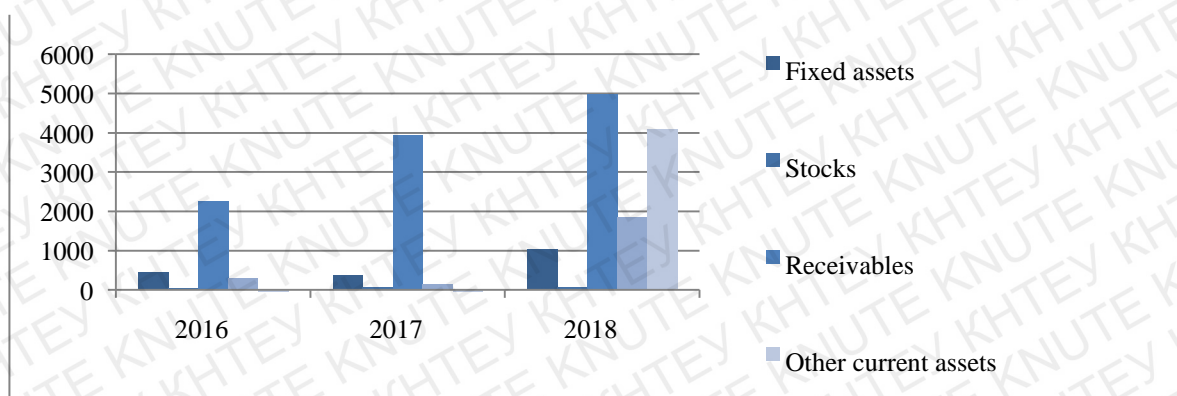


Fig. 1.2 Composition and structure of assets of PE Dogoda, thous.

Source: compiled on the basis of data of PE "Dogoda"

The composition and structure of the company's liabilities are presented in Figure 1.3.

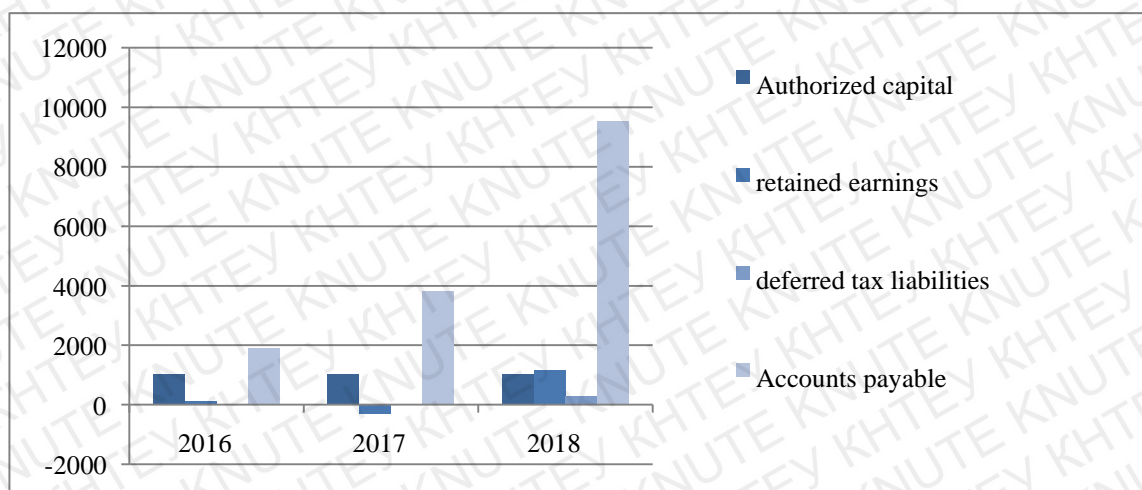


Fig. 1.3 Composition and structure of liabilities of PE "Dogoda", thous.

Source: compiled on the basis of data of PE "Dogoda"

Based on the vertical analysis, the following conclusions can be drawn. The structure of the company's assets is dominated by current assets. So, in 2016, the share of current assets was 85.6%, in 2018 - 92.0%, and in 2018 - 91.4%. This indicates the production nature of the enterprise. Accounts receivable prevail in the structure of working capital, which is assessed negatively, since it means that the company is withdrawing part of its assets from its turnover in order to lend to its suppliers. A positive moment is a significant decrease in the share of receivables

from 87.2% in 2017 to 41.6% in 2018.

The capital structure of the enterprise is represented by its own and borrowed funds. At the same time, it should be noted that the bulk of financing falls on borrowed capital. So, the share of equity in 2018 is 18.1%, while long-term assets are 2.4%, and the company's short-term liabilities reach 79.5%. It should also be noted that the main share of the company's liability falls on accounts payable, the amount of which at the end of 2018 amounted to UAH 9,551 thousand.

Consider the horizontal changes in the balance of PE "Dogoda" for 2014-2018 in table 1.3.

Table 1.3

Horizontal analysis of the balance sheet of PE "Dogoda" in 2014-2018, thousand UAH.

Indicator name	Absolute value, thousand UAH			Relative value, %		
	2014-2015	2015-2016	2018-2017	2014-2015	2015-2016	2018-2017
ASSETS						
I Non-current assets						
Fixed assets	-74	677	603	83,0	287,5	238,6
Total for Section I	-74	677	603	83,0	287,5	238,6
II Current assets						
Stocks	44	-26	18	233,3	66,2	154,5
Receivables	1698	1055	2753	175,7	126,8	222,8
Financial investments	-80	1615	1535	60,2	1434,7	863,7
Cash and cash equivalents	0	0	0	100,0	100,0	100,0
Other current assets	1	4079	4080	111,1	40890,0	45433,3
Other current assets	1573	6813	8386	160,9	263,9	424,4
Total for Section II	1499	7490	8989	149,6	265,7	397,6
BALANCE						
PASSIVES						
III Equity capital	0	0	0	0,0	0,0	0,0
Authorized capital	-418	1466	1048	-273,2	-379,1	1035,7
Retained earnings (uncovered loss)	-418	1466	1048	62,7	308,2	193,4
Total for Section III						
V Short-term liabilities	1917	5736	7653	201,0	250,4	503,2
Accounts payable	1917	5736	7653	201,0	250,4	503,2
Total for Section V	1499	7490	8989	149,6	265,7	397,6

Source: Calculated by author based on PE "Dogoda"

Based on the presented horizontal analysis of the balance sheet of the enterprise, the following conclusions can be drawn.

In 2018, compared to 2016, the balance sheet currency increased significantly (for 2 years, the change amounted to UAH 8,989 thousand) or by 238.6%. The changes occurred due to an increase in non-current assets by UAH 603 thousand, changes in the value of current assets by UAH 8 386 thousand.

It should also be noted that the greatest growth is observed in the indicator "Other non-current assets" (more than 25 thousand times growth).

The funds in the current accounts also increased significantly.

It is also necessary to note and significant changes in the company's liability. Thus, the company's equity capital in the study period increased by UAH 1,048 thousand. or by 193.4%, and accounts payable increased more than 5 times, showing an increase of 7 653 thousand UAH.

Let's analyze the profitability indicators in table 1.4

Table 1.4

Dynamics of profitability indicators of PE "Dogoda" in 2014-2018,%

Indicator name	Indicator value				
	2014	2015	2016	2017	2018
Return on sales	21,2	23,4	25,4	28,2	57,2
Enterprise profitability	0,3	0,6	0,7	1,8	20,6
Profitability of fixed assets	12,1	13,2	15,4	52,3	168,2
Return on equity	4,5	5,6	5,9	26,8	80,5

Source: Calculated by author based on PE "Dogoda"

The largest and most generalized indicator is the level of profitability of the enterprise. In 2018, profitability (20.6%) increased sharply compared to 2017 (1.8%). This was influenced by the fact that in 2018 the company received an increase in net profit, thus we can say that in 2018 the company is profitable [49, p. 162].

Thus, it can be seen that the profitability of sales in 2018 increased significantly compared to 2017. So, if the return on sales in 2017 was only 28.19%, then in 2018 it increased to 7.2%. The profitability of fixed assets increased almost

11 times: from 5.9% in 2016 to 168.2% in 2018. There was also a significant increase in the return on equity from 5.9% to 80.5%. This means that the company has significantly increased the efficiency of using available resources in order to generate revenue and net profit.

To analyze the liquidity of the organization's balance sheet, assets are grouped into 4 groups according to the degree of liquidity - from the most quickly converted into money to the least, while liabilities are grouped according to the urgency of payment of obligations. The grouping of items of assets and liabilities of the balance sheet of PE "Dogoda" is presented in table 1.5

Table 1.5

Analysis of liquidity of the balance sheet of PE "Dogoda" in 2014-2018,
thousand UAH

Assets	On 31.12.				
	2014	2015	2016	2017	2018
A1	301	356	569	131	1 836
A2	2 242	2363	3652	3 940	4 995
A3	42	48	78	87	4 140
A4	435	456	497	361	1 038
A1+A2	2 543	2896	3987	4 071	6 831
Balance	3 020	3090	4063	4 519	12 009
Liabilities	2014	2015	2016	2017	2018
L1	1 898	1988	3030	3 815	9 551
L2	0	0	0	0	0
L3	0	0	0	0	288
L4	1 122	1369	1964	704	2 170
L1+L2	1 898	1999	2986	3 815	9 551
Balance	3 020	3096	4050	4 519	12 009

Source: Calculated by author based on PE "Dogoda"

Table 1.5 shows that the amount of the most liquid and quickly realizable assets exceeds the amount of the most urgent and short-term liabilities. This suggests that the balance sheet of the company is liquid. However, in 2018, this inequality is not met, which is assessed negatively and indicates the impossibility of quickly covering current liabilities with highly liquid assets. The results of the analysis show that the balance sheet is relatively liquid.

Thus, based on the analysis and diagnostics of financial performance, it can

be concluded that the company is financially stable and has no signs of bankruptcy. Private enterprise PE "Dogoda" finances its activities at the expense of borrowed funds, which is assessed negatively. Also, the company has a high rate of receivables. This suggests that PE Dogoda does not work with its suppliers. Most of the assets in 2017 and 2018 are accounts receivable, which is assessed negatively.

1.2 Analysis of foreign economic activity of the enterprise PE “Dogoda”

The foreign economic activity of the enterprise is connected with the decision-making on entering the foreign market, the implementation of export-import operations, operations of scientific and technical exchange, production cooperation. The enterprise's foreign economic activity is associated with many factors, such as the availability of product, technology, raw materials, production capacity that can be offered to foreign consumers. Sufficient financial, production, and human resources are needed to make a decision on the choice of one or another form of foreign economic activity [3].

Decisions on the choice of a particular foreign market are influenced by the level of demand for the product, the level of competition in this market, the availability of partners, intermediaries or the ability to quickly build their own sales network. Export operations in several foreign markets require much more resources and the development of interrelated strategic actions for activities in the national and foreign markets.

Export operations involve the sale and export of goods abroad for transfer to the ownership of a foreign counterparty, and import operations, on the contrary, involve the purchase and import of goods from abroad for personal use by the enterprise in its own production, for sale within the country or export [6].

The implementation of export activities by the company involves the presence of competitive goods that can be offered on the foreign market, the presence of its own sales network or counterparties that would sell the goods on

behalf of the manufacturer [2].

In order to improve the quality of goods, to make goods more competitive in world markets, the company can start import operations to purchase raw materials, components, equipment that will be used to produce goods in both domestic and foreign markets. Thus, modernization of production through the purchase of imported modern equipment leads to strengthening the export potential of the enterprise, expands the company's ability to enter new foreign markets, strengthens the company's competitive position in national and global commodity markets [7].

The most successful Ukrainian enterprises follow a combination of import and export operations, purchase of high-tech equipment and components on foreign markets, use them in their own production, improve the quality of a competitive product and further sell manufactured goods to foreign markets. These include the PE "Dogoda".

The company uses imported high-tech equipment, the latest technologies. The company's production meets the international standards ISO 9001. Technological innovations at the enterprise are aimed at the use of resource-saving technologies, modern methods of wood processing, waste minimization.

Production is based on modern German equipment and system of production organization, logistics, business process management based on the ERP system of SAP (centralized management of all processes - sales, production, finance, logistics, personnel management). In addition, the company purchases imported components in order to improve the quality of manufactured furniture. The company's sales policy is carried out by the central office, 11 branches, 4 representative offices in other cities of Ukraine. Has dealers-partners in sales in the CIS and Baltic countries.

The main principles on which the corporate policy of PE "Dogoda" is based:

- reputation care. Reputation depends on the work of the company, so the company has a moral foundation and conducts business based on respect and care;
- responsibility. The company is responsible for the product and the quality of materials used in production;

- responsibility for the future. The use of the latest technologies minimizes the impact on the environment.

The company's social responsibility lies in harmonious, successful work with the public, partners and the environment. The purpose of the company is mutually beneficial business and long-term cooperation with partners.

The share of exports in the enterprise is significant and ranges from 75% in 2014 to 87% in 2018. In table. 1.6 shows the share of exports in net income from sales of PE "Dogoda" in 2014-2018.

Table 1.6

The share of exports in net income from sales of PE "Dogoda" for 2014-2018, thousand UAH

N i/o	Indicator	Year					Analysis							
		2015	2016	2017	2018	2019	Rate of Growth, %							
							2016/ 2015	2017/ 2016	2018/ 2017	2018/ 2017	2018/ 2017	2018/ 2019		
1	Net income from sales of products	6485,0	7569,0	8546,0	10613,0	8492,0	116,7	112,9	124,2	80,0				
2	Net income from export sales of products	1621,3	2195,0	2991,1	4351,3	3651,6	135,4	136,3	145,5	83,9				
3	Share of export in net income,%	25,0	29,0	35,0	41,0	43,0	116,0	120,7	117,1	104,9				

Source: compiled by author based on PE "Dogoda"

PE "Dogoda" has reliable ties with both domestic and foreign partners, creates conditions for mutually beneficial business.

The company organizes specialized conferences, seminars, round tables for the purpose of professional consulting of clients, training of the personnel.

The company's strategy is aimed at compliance with corporate standards, implementation of corporate policy and culture, providing partners with

advertising and information materials.

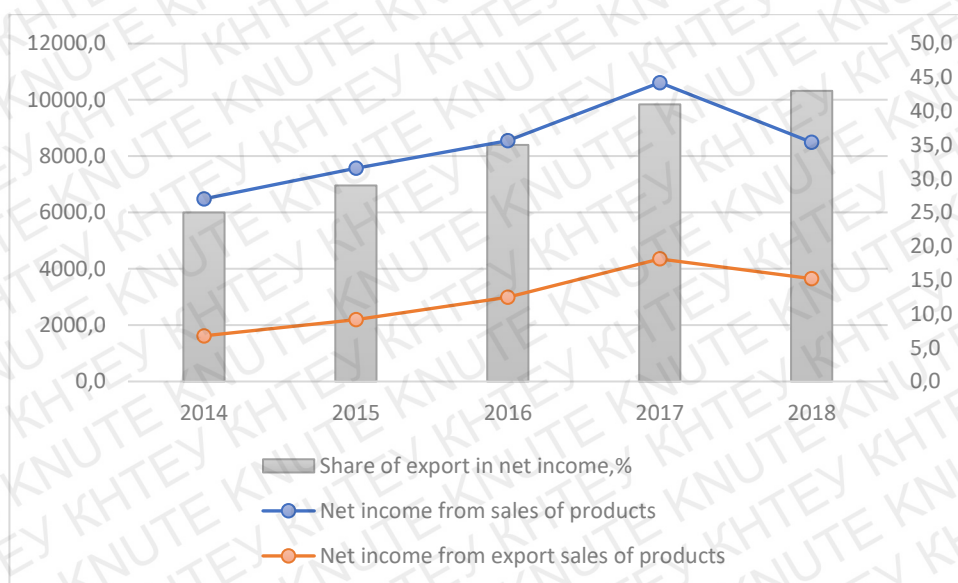


Fig.1.4. Dynamics of export share in net income of PE "Dogoda", 2014-2018

Source: compiled by author based on PE "Dogoda"

Until 2016, the products of PE "Dogoda" were sold only in Ukraine. Since 2017, the company began to carry out foreign economic activity. As the products of PE "Dogoda" are presented in 20 countries around the world, the company regularly undergoes a procedure of quality assurance by international standards.

Table 1.7

Dynamic of main pillars of export of PE "Dogoda", 2014-2018

№	Indicators	Year									
		2014		2015		2016		2017		2018	
		Fact	Fact	Growth rate %	Fact	Growth rate %	Fact	Growth rate %	Fact	Growth rate %	
1	Net sales of export products, thousand UAH	1621,25	2195,01	135,39	2991,10	136,27	4351,33	145,48	3651,56	83,92	
2	Costs associated with the manufacture of export products, thousand UAH	1215,94	1663,82	136,83	2379,42	143,01	3481,06	146,30	2925,63	84,04	

3	Expenses related to the sale of export products, thousand UAH	162,13	241,45	148,93	335,60	138,99	497,97	148,38	568,00	114,06
4	Profit from exports, thousand UAH	243,19	289,74	119,14	276,08	95,28	372,30	134,85	157,93	42,42
5	Net export profit, thousand UAH	199,41	237,59	119,14	226,38	95,28	305,29	134,85	129,50	42,42

Source: compiled by author based on PE "Dogoda"

The company exports a wide range of products: office, kitchen and residential furniture, offices, office partitions, retail equipment.

Thus, we can say that the company "Dogoda" is an export-oriented company that sells most of its products in foreign markets. Let's analyze the commodity and geographical structure of exports of PE "Dogoda" during 2014-2018 (Table 1.7 and Table 1.8).

Table 1.7

Dynamics of export of PE "Dogoda" (commodity structure), 2014-2018
(thousand UAH)

N i/o	Commodity position	Year					Analysis					
		2015	2016	2017	2018	2019	Rate of Increase, %					
							2016/ 2015	2017/ 2016	2018/ 2017	2018/ 2017	2018/ 2017	2019/ 2018
1	office furniture	162,1	219,5	358,9	565,7	511,2	135,4	163,5	157,6	90,4		
2	offices of managers	308,0	373,2	508,5	826,8	766,8	121,1	136,3	162,6	92,8		
3	operating furniture	178,3	285,4	388,8	609,2	620,8	160,0	136,3	156,7	101,9		
4	office chairs and stools	210,8	307,3	388,8	609,2	547,7	145,8	126,5	156,7	89,9		
5	office partitions	291,8	373,2	448,7	696,2	620,8	127,9	120,2	155,2	89,2		
6	kitchen furniture	145,9	197,6	269,2	435,1	292,1	135,4	136,3	161,6	67,1		
7	residential furniture	129,7	219,5	329,0	348,1	182,6	169,2	149,9	105,8	52,4		
8	trade equipment	16,2	22,0	59,8	43,5	36,5	135,4	272,5	72,7	83,9		

9	other	178,3	197,6	239,3	217,6	73,0	110,8	121,1	90,9	33,6
	<i>Total</i>	1 621,3	2 195,0	2 991,1	4 351,3	3 651,6	135,4	136,3	145,5	83,9

Source: compiled by author based on PE "Dogoda"

As you can see from table. 1.7, in the structure of sales of products for export PE "Dogoda" consistently have the maximum share of offices of managers and office partitions. Thus, in 2018, they accounted for 17% and 15%, respectively. As for the geographical structure of exports of PE "Dogoda", the maximum share for three years is made by export deliveries to Poland, Romania and Hungary. Thus, in 2018 their shares were 25%, 22%, 17% respectively.

Table 1.8

Geographical structure of exports of PE "DOGOD", %

N i/o	Countries	Year					Analysis			
		2014	2015	2016	2017	2018	Rate of Increase, %			
							2016/2015	2017/2016	2018/2017	2018/2019
1	Poland	340,46	439,00	628,13	1000,81	912,89	50,35	-	-	-
2	Romania	389,10	526,80	717,86	1087,83	803,34	5,91	-	-	-
3	Hungary	308,04	417,05	568,31	783,24	620,77	24,73	-	-	-
4	Russian Federation	226,98	307,30	418,75	652,70	584,25	25,03	-	-	-
5	Belarus	64,85	87,80	119,64	174,05	109,55	49,38	-	-	-
6	Moldova	178,34	241,45	329,02	435,13	438,19	5,25	-	-	-
7	other countries	97,28	131,70	179,47	217,57	146,06	66,08	-	-	-
	<i>Total</i>	1605,04	2151,11	2961,19	4351,33	3615,04	30,93	-	-	-
								40,68	22,58	14,04

Source: compiled by author based on PE "Dogoda"

Since, as we see, export operations occupy a huge place in the company's activities, bring a significant share of profits, the Department of Foreign Economic

Relations was organized to manage the foreign economic activity of PE "Dogoda".

Its main tasks include:

- conducting marketing research in foreign markets, selection and comparison of foreign markets in which the company operates or plans to operate;
- organization of export-import operations of the enterprise;
- planning of export-import operations of the enterprise;
- determining the pricing policy of the enterprise in foreign markets;
- conducting negotiations with foreign counterparties;
- preparation and conclusion of foreign trade contracts;
- organization of the company's participation in exhibitions, fairs, presentations;
- reception of foreign partners and business trips of own specialists abroad, etc.

In order to improve the quality and competitiveness of manufactured furniture, expand the range of PE "Dogoda" carries out import operations, purchases technological equipment, shelving equipment, kitchen accessories, paints and varnishes from Italy and Switzerland, trade equipment, shelves, drawers, sinks, drying dishes appliances, accessories, furniture of well-known brands. He is also the exclusive representative of the French furniture factory Country Corner. Since the commodity structure of imports of PE "Dogoda" is quite wide and includes more than 10,000 items, we consider only the commodity and geographical structure of components purchased by the company. The commodity structure of imports of components used in the production or assembly of furniture PE "Dogoda" for 2017-2019 is given in Fig. 1.9.

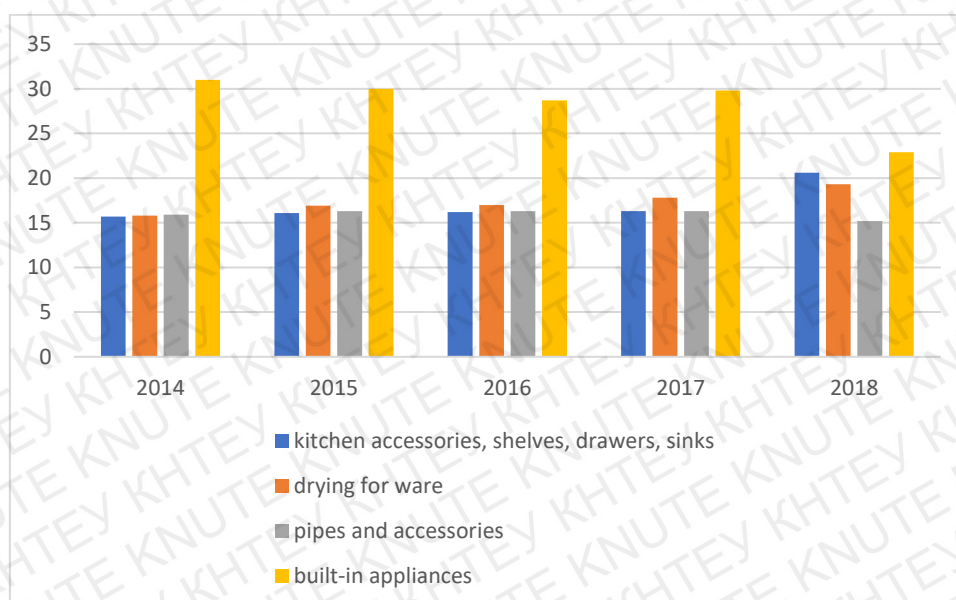


Fig. 1.5. Commodity structure of import of components of PE "Dogoda", 2014-2018

Source: compiled by author based on PE "Dogoda"

The share of built-in appliances over the past 5 years has decreased by almost 10%, but in the structure of import purchases, the share of kitchen accessories, shelves, drawers, sinks is constantly growing and in 2018 reached 20.6%. The share of pipes and components also increased to 15.2%, dryers for dishes to 19.3%.

In the table. 1.10 presents the effect and efficiency of foreign trade activity of PE "Dogoda" for 2014-2018.

Table 1.10

Dynamic of effect and efficiency of foreign trade activity of PE "Dogoda", 2014-2018.

N i/o	Indexes	Year					Analysis				
		2014	2015	2016	2017	2018	Absolute deviation, +/-				
							2015/2014	2016/2015	2017/2016	2018/2017	
1	Effect of foreign trade activity:										
1.1.	Profit from	243,19	289,74	276,08	372,30	157,93	46,55	-	96,23	-	

	exports, thousand UAH							13,66		214,37
1.2.	Net export profit, thousand UAH	199,41	237,59	226,38	305,29	129,50	38,17	- 11,20	78,91	- 175,79
2	Efficiency of foreign trade activity:									
2.1.	Profitability of foreign economic activity of the enterprise, %	12,30	10,82	7,57	7,02	3,55	-1,48	-3,26	-0,55	-3,47
2.2.	Profitability of foreign economic cost, %	14,47	12,47	8,34	7,67	3,71	-2,00	-4,13	-0,67	-3,97
2.3.	Coefficient of efficiency of export operations	1,18	1,15	1,10	1,09	1,05	-0,02	-0,05	-0,01	-0,05

Source: compiled by author based on PE "Dogoda"

As you can see, most components are imported from Germany and Italy, which is the maximum share in the structure of import purchases of PE "Dogoda" for 2014-2018 and ranges from 20% to 33%. These components allow you to produce modern high-quality furniture that is in high demand, both nationally and in foreign markets.

1.3 Investigation of the efficiency of investment activity of PE "Dogoda".

For the successful implementation of any project, a sufficient amount of investment is required, as well as a well-thought-out and competently implemented investment policy of the enterprise. Investment activity is defined as investment and implementation of practical actions in order to obtain profit and (or) achieve other beneficial effect. The main goal of investment activity is the growth of quantitative and qualitative indicators. The main indicator of the efficiency of an

investment project is the ratio of profit to costs, or the profitability of the project. The need to assess the effectiveness of an investment project is due to the limited resources, including financial ones. The best option would be a situation in which the maximum effect will be achieved with minimal investment [12, p. 134].

Improvement of the investment activity of the enterprise consists in the implementation of the project as soon as possible, as well as in the reduction of investment risks to a minimum [34, p. 113]. In any investment project, three main participants can be distinguished: this is the investor himself who invests his funds in order to increase them; a company directly involved in the implementation of the project; as well as the state. Any enterprise seeks to maximize profits, as well as to increase its market value. Business expansion leads to economic growth in the long term. Thus, all subjects of investment activity receive their beneficial effect: from profit for the investor to a positive socio-economic effect for the entire country.

Investments traditionally consist of own and borrowed resources. It is customary to refer to equity capital, additional capital, as well as reserve funds, consisting of deductions from profits remaining at the disposal of the organization. The attracted resources consist of borrowed resources, public investments, which include grants, as well as funds from private investors and investment companies [13, p. 44].

The most optimal source of investment can be called equity capital, since in this case the company is not liable to third-party organizations. However, own funds are not always enough and you have to take a bank loan. Banks, in turn, issue a loan, especially for large amounts, only if they are sufficiently confident in the success of the investment project.

Let us analyze the composition, structure and dynamics of cash flows of PE "Dogoda" in terms of current, investment and financial activities.

Let's consider the dynamics of cash flows of PE "Dogoda" by three types of activities for 2014-2018. in table 1.11

Table 1.11
Dynamics of cash flows of PE "Dogoda" in 2016-2018. by three types of activity, thous. UAH

Indicator name	Indicator value		Change in indicator 2016-2017	Indicator value 2018	The change indicator 2016-2018
	2016	2017			
1	2	3	4	5	6
Income from current activities	12294	13163	869	10998	-1296
Payments for current activities	8737	9083	346	5339	-3398
Balance of cash flows from current activities	3557	4080	523	5659	2102
Income from investment activities	1349	8883	7534	7140	5791
Payments for investment activities	1964	1876	-88	1660	-304
Balance of cash flows from investing activities	-615	7007	7622	5480	6095
Income from financial transactions	3676	5409	1733	1731	-1945
Payments for financial activities	3411	6637	3226	1306	-2105
Balance of cash flows from financial transactions	265	-1228	-1493	425	160
Balance of cash flows in the reporting period	3207	9859	6652	11564	8357

Source: Calculated by author based on PE "Dogoda"

The cash flow balance in the reporting year 2018 amounted to UAH 11,564 thousand, showing an increase of UAH 8,357 thousand. compared to 2016.

As you can see from the data in the table, the positive growth was influenced by an increase in the balance of cash flows from current activities for the 3 studied years by UAH 2,102 thousand, an increase in the balance of cash flows from investment activities by UAH 6,095 thousand, as well as an increase in the cash balance flows from financial transactions in the amount of UAH 160 thousand.

The investment policy of the enterprise, in which there is an increase in production volumes, an increase in income, an increase in the level of competitiveness, is effective. What enterprises are striving for in order to achieve stability of functioning and development [3, p. 103].

But it is necessary to take into account the fact, when analyzing the effectiveness of various investment projects, that all the cash flows that we estimate are predictive. And it is correct to refer them to future periods. It is worth paying special attention to the influence of various economic factors that do not depend on the investors themselves. It is also necessary to consider non-economic factors. For example, such as: social, political, natural and others. The accuracy of assessing such factors is difficult to achieve, which ultimately causes uncertainty in future results.

The structure of cash flows of PE "Dogoda" by investment activity for the period under study is presented in table 1. 12

Table 1.12

Cash flow structure of PE Dogoda by investment activity in 2014-2018

Index	2014		2015		2016		2017		2018	
	Amount, thousand UAH	Share,%	Amount, thousand UAH	Share,%	Amount, thousand UAH	Share,%	Amount, thousand UAH	Share,%	Amount, thousand UAH	Share,%
Receipts TOTAL	1349	100	8883	100	7140	100	8632	100	9645	100
including:										
from the sale of non-current assets (except for financial investments)	76	5,6	862	9,7	886	12,4	963	11,8	989	13,6
from the sale of shares of others	339	25,2	1158	13,0	3935	55,1	4689	64,2	5632	68,9
organizations (stakes)	861	63,8	5790	65,2	1603	22,4	1965	24,6	3698	52,3
from the return of loans provided, from the sale of debt securities	21	1,6	984	11,1	354	4,9	1256	12,6	1698	18,9
dividends, interest on	52	3,9	89	1,0	362	5,1	396	5,5	456	7,8

debt financial investments and similar income from equity participation in other organizations	1964	100	1876	100	1660	100	1864	100	1998	100
other supply										
Payments - TOTAL	558	28,4	453	24,1	361	21,8	496	20,3	569	29,3
including	62	3,2	360	19,2	208	12,5	353	21,9	398	24,8
in connection with the acquisition, creation, modernization, reconstruction of non-current assets	414	21,1	480	25,6	317	19,1	520	29,9	625	34,3
in connection with the acquisition of shares of other organizations (participation interests)	41	2,1	2	0,1	2	0,2	2	0,2	2	0,2
in connection with the purchase of debt securities, the provision of loans to other persons	889	45,3	581	30,9	772	46,5	856	50,4	963	56,4
interest on debt liabilities included in the cost of an investment asset	-615	-	7007	-	5480	-	6345	-	7563	-

Source: Calculated by author based on PE "Dogoda"

As can be seen from table 1.13, investment activity in 2016 is unprofitable. In 2017, the result of investment activity is a positive balance of UAH 7,007 thousand, and in 2018 - UAH 5 480 thousand. In the structure of income from investment activities in

In 2018, proceeds from the sale of shares of other organizations predominate (55.1%), and in the structure of payments - payments for the placement of financial investments (46.5%).

The dynamics of the receipt of financial sources of the private enterprise PE "Dogoda" for the period from 2014 to 2018 in table 1.13

Table 1.13
Sources and amount of financing of PE "Dogoda" in
2014-2018

Indicator name	2014		2015		2016		2017		2018	
	Amount, thousand UAH.	Share, %	Amount, thousand UAH	Share, %	Amount, thousand UAH	Share, %	Amount, thousand UAH	Share, %	Amount, thousand UAH	Share, %
Total receipts	13632	100	25015	100	17617	100	26013	100	28964	100
Including:										
Income from current activities	8607	63,1	10723	42,9	8746	49,6	11236	53,6	12363	59,9
Investment income	1349	9,9	8883	35,5	7140	40,5	9645	40,1	9899	43,6

Source: Calculated by author based on PE "Dogoda"

The total amount of financing of the private enterprise PE "Dogoda" in 2016 amounted to UAH 13,632 thousand. Income from operating activities accounted for 63.1% of all income, income from investment activities accounted for only 9.9% of all income, and income from financial transactions accounted for 27.0% of income. In 2017, the volume of financing for the private enterprise PE "Dogoda" increased to UAH 25,015 thousand, the share of income from current activities decreased to 42.9%, the share of income from financial transactions decreased to 21.6%, and income from investment activities amounted to 35, 5% of all income. In 2018, the volume of cash flows of the enterprise amounted to UAH 17,617 thousand, of which 49.6% accounted for income from current activities, income from investment activities accounted for 40.5%, and the remaining 9.8% accounted for income from financial transactions. Thus, the main channel for financing the activities of the enterprise is the current activity.

To assess the investment potential of PE "Dogoda", it is necessary to analyze the investment activity of the enterprise in the previous period in table 1.14

Table 1.14

Dynamics of the volume of investment activities of PE "Dogoda" in 2014-2018

Indicator name	2014	2015	2016	2017	2018	Change 2018 to 2014	
						thousand UAH	%
Volume of investment activity, thousand UAH	-615	3632	5363	7007	5480	6095	891,1
Fixed assets, thousand UAH	435	532	632	361	1038	603	238,6
Equity capital, thousand UAH	1122	1164	1296	704	2170	1048	193,4
Revenue, thousand UAH	9856	10214	10521	10613	8492	-1364	86,2

Source: Calculated by author based on PE "Dogoda"

The analysis of table 1.4 allows us to conclude that investment activity in 2018 increased by UAH 6,095 thousand. or 891.1% compared to 2016. At the same time, it should be noted that, compared to 2017, the volume of investment activity decreased by UAH 1,527 thousand. or 21.8%. The decrease in investment activity is associated with the acquisition of fixed assets in 2018 in the amount of UAH 603 thousand, as well as an increase in equity capital by UAH 1,048 thousand. The decrease in the investment activity of the private enterprise PE "Dogoda" is associated with a decrease in the sales volume by 1 364 thousand UAH. or 13.8%.

It can be concluded that the efficiency of investment activities of the private enterprise PE "Dogoda" in the door production market has decreased.

Next, we will conduct a study of the ratio of individual areas of investment activities of PE "Dogoda" in table 1.15.

Table 1.15

Assessment of the profitability of the investment activity of the PE
"Dogoda" in 2014-2018

Indicator name	2014	2015	2016	2017	2018	Change 2018 to 2014
Return on investment	-59,8	1,9	2,1	2,4	33,5	93,4
Return on assets	12,2	13,1	12,9	3,7	15,3	3,1
Return on equity	32,8	36,1	42,6	23,4	84,7	51,9
Turnover ratio	0,0	1,5	1,5	1,5	1,5	1,5

Source: Calculated by author based on PE "Dogoda"

Based on the assessment of the profitability of investment activities, the following conclusions can be drawn. In 2016, there was an outflow from investment activities, which led to the loss of this type of activity. In 2017, the private enterprise "DOGODA" managed to receive a positive cash flow from investment activities, the profitability of investment activities this year was 2.4%. In 2018, this indicator has grown significantly and reached 33.5%. A similar situation of decline in indicators in 2017 and their growth in 2018 can be observed in the return on assets, operating assets and equity. Compared to 2016, these indicators have grown significantly. The turnover ratio in 2017 and 2018 is 1.5. This suggests that in order to receive proceeds, the volume of investment activities manages to make 1.5 turns per year.

Table 1.16 calculates the liquidity ratios of the PE "Dogoda".

Table 1.16

Liquidity ratios of PE Dogoda in 2016-2018

Indicator name	on 31.12			Normative value
	2016	2017	2018	
Current liquidity ratio	1,4	1,1	1,1	>1
Critical appraisal coefficient	1,3	1,1	0,7	>0,2
Quick ratio	0,2	0,0	0,2	>0,7
Complex liquidity ratio	0,8	0,6	0,6	>2

Source: Calculated by author based on PE "Dogoda"

After analyzing table 1.17, we can conclude that not all indicators of liquidity ratios of PE "Dogoda" are higher than the standard indicators. It should also be noted that liquidity ratios show an upward trend. This means that the company has surplus cash, which is stored in the company's cash desk or in financial investments. The quick liquidity ratio is very close to 0, which indicates a lack of funds in the current accounts. The company needs to increase the liquidity of its assets, in particular, to think more carefully about its policy on working with debtors.

Conclusions to the first section.

Private enterprise PE "Dogoda" was established by the decision of the citizen of Ukraine Pavlenko A.A in the city of Poltava by the order of the head of the Poltava city administration.

The main activity of the company is the production of wooden building structures and solar products.

The analysis of indicators of the investment activity of the enterprise allows us to conclude that in order to increase the efficiency of the private enterprise PE "Dogoda" it is necessary to expand the investment activity of the company, since sustainable economic growth and an increase in the investment potential of the

enterprise can be ensured only with an effective investment policy, which is primarily due to significant the level of competition in this industry in the regional aspect.

At the present stage, the investment activity of enterprises has a large number of shortcomings, among them: lack of investment resources; low investment activity of enterprises; low investment attractiveness of most Russian enterprises; low investment attractiveness of many regions of Ukraine, both for domestic and foreign investors.

The main characteristic of any investment activity is the presence of various options and the need to make a choice of strategic development.

In the process of developing an investment strategy, one should not forget that investment activity always implies risk. The highest level of investment risk is characterized by the complete loss of the investor's capital. Risk is an important component of assessing investment prospects. When investing, most investors prefer to risk as little as possible. The lower the investment risk, the more profitable the investment, however, practice shows that in the case of a successful project implementation, the risked investor gets the most positive result.

Currently, in the domestic economy, it is important to intensify investment activities, which will ultimately ensure economic growth.

In the course of the analysis of investment activities, the following shortcomings were identified:

- 1) there is a decrease in income from investment activities, also shows a decrease in the balance of cash flows from investment activities;
- 2) despite the fact that the main activity of the enterprise is the production of doors, a significant share of proceeds from investment activities falls on the return of loans provided and from the sale of debt securities. This income is not constant, therefore, the company will not be able to consistently receive income from investment activities;
- 3) there is a decrease in the amount of net profit, a decrease in the efficiency of using available resources.

Thus, the investment activity of the private enterprise PE "Dogoda" needs to be improved.

SECTION 2. Future perspectives and ways of investment activity improving of the enterprise

2.1 Measures to increase the investment activity effectiveness of the PE "Dogoda"

In order to improve the investment activity of the private enterprise PE "Dogoda" it is recommended to develop an investment project that will bring the company a stable income and positive cash flow.

The commercial success of any enterprise, including the private enterprise PE "Dogoda", for a long time is determined by sustainable profit through the sale of manufactured products (services) to consumers and lies in the ability to ensure that buyers in a competitive environment give preference to this particular product.

Competitiveness is inherent in all elements of the economic system, it has a dynamic character - it makes sense to consider it only in relation to a specific moment in time, taking into account changes in market conditions over time. The basis of the competitiveness of the enterprise is the competitiveness of products (goods, services).

First of all, the competitiveness of the product and the enterprise itself is determined by its potential for investment activities (implementation of investment projects).

The competitiveness of a product is a decisive factor in the commercial success of an enterprise in a developed competitive market. This is a multidimensional concept that means the compliance of a product with market conditions, the specific requirements of consumers, not only in terms of its quality, technical, economic, aesthetic characteristics, but also in terms of commercial and other conditions for its implementation (price, delivery time, sales channels, service, advertising).

The competitiveness of products (services) depends on the following factors:

- technical and economic factors (quality, price, costs for operation (use) or consumption of products or services, science intensity of products, etc. [48, p. 1374];
- commercial factors determine the conditions for the sale of goods in a specific market (market conditions, services provided, advertising, company image) [46, p. 65];
- regulatory factors reflect requirements technical, environmental safety of the use of goods in this market, as well as patent and legal requirements (patent purity and patent protection) [4, p. 61].

Real investments must be considered in the aspect of technical and economic factors of product competitiveness. At the PE "Dogoda" it is advisable to invest in production technologies.

One of the most important components of the organization of the manufacture of interior doors is the line for the production of door leaf. The profitability of the business as a whole largely depends on how efficiently and quickly the lines for the production of door leafs work.

Many companies offer a wide range of equipment for the production of door leaf. All supplied door leaf equipment includes: hot pressing machines, glass washing and drying machines, door leaf assembly lines and other types of modern equipment for door leaf manufacturing.

After analyzing the consumer market, we received the following data indicating that many of the potential customers would be happy to purchase laminated doors, which are currently not offered to PE "Dogoda".

In connection with this fact, it seems appropriate invest in equipment for the production of laminated doors (table 2.1).

Table 2.1

Nomenclature and price of equipment for the production of laminated doors
(Investment Project of PE "Dogoda")

Equipment identification	Price, UAH
Cutting equipment for the production of laminated doors	87 000
Interior door milling machine	63 000
Lamination materials	150 000
Total	300 000

High-quality certified machines for the production of laminated doors will provide a high speed of production and flawless performance of products.

Thus, having given a description of real investments based on the materials of the PE "Dogoda", one can proceed to the direct development of the investment project.

The development of an investment project is understood as a system of documents and organizational measures necessary for the implementation of an entrepreneurial project, the main part of which is a financial plan. In the aspect of investment planning, of particular interest is the section of the financial plan - the income and expenditure plan of the PE "Dogoda".

The financial plan reflects the forthcoming financial costs, sources of coverage and expected financial results. It is also necessary to control the financial security of an investment project at all stages of its implementation.

The income plan of expenses of PE Dogoda for investing in equipment for the production of laminated doors is presented in Table 2.2.

Table 2.2

Income and expenditure plan of PE "Dogoda" for 2021 - 2023

Income and expenses	Amount, UAH.
1. Investment costs	- 300 000
2. The amount of revenue, including	+ 700 000
the first year	+ 50 000
the second year	+ 130 000
third year	+ 200 000
the fourth year	+ 170 000
the fifth year	+ 150 000
3. The cost of goods sold	- 270 000
4. Operating costs, including	- 126 507
the first year	- 17 000
the second year	- 20 400
third year	- 24 480
the fourth year	- 29 376
the fifth year	- 35 251
5. Total costs (line № 3 + line № 4)	- 396 507
Amount of gross profit (line № 2 - line № 5)	+ 303 494

Source: Calculated by author based on PE "Dogoda"

Thus, having developed a plan of income and expenses, the basis for the analysis of economic attractiveness of this project is formed.

The method of expert evaluations was used to assess the attractiveness of the investment project. According to expert estimates, the following forecast characteristics were obtained:

- it is considered sufficient capital investment in the amount of 300,000 rubles;
- return on real investment is expected within 5 years; the costs at each step of the investment period will be tend to increase by 20%;

Summary data on cash inflows and outflows are given in table 2. 3.

Table 2.3

The logic of the investment project of PE “Dogoda”

Indicators	№ step of the settlement period (m)					
	0	1	2	3	4	5
Income		50 000	130 000	200 000	170 000	150 000
Expenses		17 000	20 400	24 480	29 376	35 251
Capital costs	300 000					
Profit		33 000	109 600	175 520	140 624	114 749

Source: Calculated by author based on PE “Dogoda”

In table 2.4, the step number is denoted by $m = 0.1 \dots T$, where $m = 0$ is the moment of initial investment ("zero year"), the duration of the calculation step is equal to one year; rate of return 12%.

2.2 Development of a set of measures to enhance the competitive advantages of the enterprise PE “Dogoda” in the international sphere

To reject the needs for the modernization of the possession of PE "Dogoda", it is necessary to take into account the foreign investments, as well as, as it is meant, the foreign investors also took into account the investments of the funds in the possession of the modernization.

Since above we have justified the need to improve foreign economic activity, as well as the general directions for it, it is also necessary to propose specific measures that the enterprise can implement. First of all, we will consider the proposal of a competitive profile composition as a guideline for import operations planning.

We started from the general characteristics considering them as key criteria of competitiveness in the market, information about which can be found online. In the conditions of permanent competitive profile composition, it will be expedient to use more specific characteristics that will be able to detail the results of the

analysis (figure 2.1).

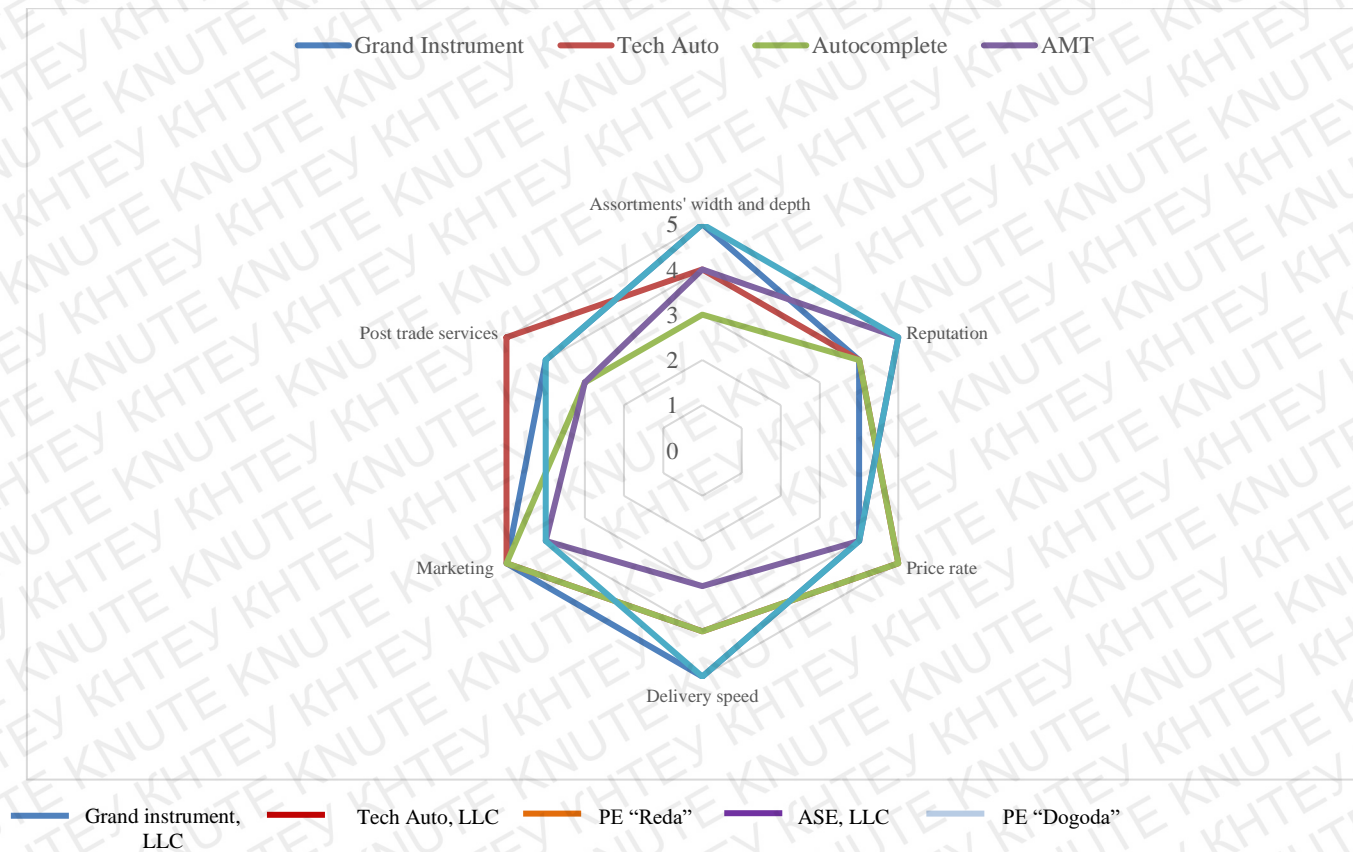


Fig. 2.1. Competitive profile for PE “Dogoda” and its key competitors

Source: completed by author based on PE “Dogoda”

Market analysis shows, that currently PE “Dogoda” has high competitiveness level. Main points, where improvement measure should be taken are: marketing, post-trade services and price rate.

As for the planning procedure, it should continue to be implemented in accordance with the current practice of the enterprise, but more systematically and with a clear hierarchy of strategic and tactical goals.

To implement the proposal for IT support improvement, it is necessary to allocate funds and buy the selected software. The advantage is that the use of the software does not require specific skills, so the costs for this element of organizational measures improvement will consist only of the charges for the program purchase.

To implement the proposal on the transfer of the assortment widening function, it is necessary to make changes in the staff instructions. Proceeding from

the fact that the responsibility of sales managers will be just the search for goods that correspond to the needs of the clients, while the establishment of contact will remain the function of import managers, there will be no problems with the implementation of this proposal.

As for the proposal on the change of the payment system, it is important to stress that new rules should concern new customers of the enterprise, whereas for existing partners the terms of cooperation should remain unchanged. The improvement of the control function is related to hiring of the external auditor for analysis of foreign economic activity.

In our opinion, PE “Dogoda” should contact the Alfa Audit LTD, since the cost of their services is acceptable. Given the size of the company and the scope of its activities, a week-long inspection of the company will be enough. Based on the results provided by the auditors, management will be able to decide which areas of activity are the most profitable and which of them should be developed.

One of the ways to improve the efficiency of foreign economic activity of PE “Dogoda”, that was not mentioned above, is a review of the settlement system. In the case when the enterprise receives discounts from the manufacturers for advance payment, its use is justified, however, in the settlement with the company “A.T.T.”, with which there are sufficiently long partnerships, it is advisable to insist on the use of an encased form of payment. In the case when the company “A.T.T.” refuses to change the terms of the settlement, it is advisable to appeal to the possibility of changing the supplier, which can offer more attractive terms of delivery.

Table 2.4

**Information on medium audit enterprises to work on external analysis
of PE “Dogoda”**

Title of the company	Services available	Price rate	Reputation
-----------------------------	---------------------------	-------------------	-------------------

Units Consulting Ltd	Auditing and assurance services, financial due diligence services, bookkeeping and accounting services, financial reporting, payroll outsourcing services, budgeting services, business tax services, company formation and registration services, fixed assets inventory services, annual tax return an IT consulting and quickbooks implementation	High	Well-known company with high quality services and wide clients range
Oblik-express	Auditing services, accounting services, consulting services, training services	Law	Company with a small number of clients
Alfa Audit LTD	Auditing services (mandatory and proactive audit), accounting services, accounting outsourcing, consulting services (subscriber counseling, consulting during inspections)	Medium	Rather young company with good reviews
A.P.F. Consult	Auditing services, accounting services, consulting services, training services, financial services, one-off services	Medium	Company with medium rating on thematic forums

Source: completed by author based on PE “Dogoda”

Today, PE “Dogoda” also has a reserve to increase the efficiency of its own activities through the activation of marketing. Specialists have proved that in the current economy, marketing plays an exceptional role in the development of the enterprise, so it is unacceptable to neglect the possibility of using it.

At the first stage of activation of advertising activities, it is necessary to hire an advertising manager. In our opinion, the company, for quite a long period of time worked without this specialist, can take risks and hire a non-experienced manager. Usually, the employees for whom work is the first in life that are full of enthusiasm and work with the greatest impact, which should positively affect the results of the company's activities. The estimated year salary of the new employer will be 120 UAH thousand.

It is also necessary to activate hidden marketing of the PE “Dogoda”. In our

opinion, PE “Dogoda” needs to make full use of the Internet advertising opportunities. It is advisable for an employee of an enterprise to register on all the profile sites and forums to popularize the enterprise there.

In addition, it is necessary, in our opinion, to include in the duties of the marketing department employees the implementation of market analysis and the search for ways to reduce the cost of imports. The market analysis should be carried out for the search for alternative sources of equipment. The market of equipment is quite competitive today, and enterprises often offer products that are absolutely identical in their characteristics.

Investments are planned to be received from private investors. (Table 2.5).

Table 2.5

Investment forecast of PE "Dogoda" from private investors

Investors	The amount of investment, thousand dollars USA	Investment objects	Terms of payment to the investor	Terms and conditions investment	Special conditions
Private investor 1	30-100	Real	Monthly payments starting from 3 months of project implementation, regardless of the amount of profit	1 year - monthly payments (15% per annum), from 2 years - monthly payments + uniform return on investment). Up to 3 years	One-time execution
International Finance Corporation	100-1000	financial	Monthly payments, deferral of the first payment to 3 months.	Funds up to 25% of the project cost. Together with private investors. The rate is 20-30% per annum. 8-15 years	Repeated performance
Deutsche Investitions - und Entwicklungsgesellschaft mbH	100-700	financial	Monthly payments	The rate is 20-35% per annum, depending from country risks. 4-10 years	Repeated performance
Morgan Stanley Global Emerging Markets Private Investment Fund L.P	5000-25000	Real	Monthly payments, deferral of the first payment up to 2 months	Rate - 10-15%. 1-3 years	Repeated performance
FINNFUND	100-1000	financial	Quarterly payments	The rate is 15-25%. 4-8 years	Repeated performance
Private investor	50-300	Real	Monthly payments, postponement 1 payment up to 2 months	1 year - monthly payments (15% annual), 2-5 years monthly payments + refunds part of the investment at the end of the year (equal payments). Up to 5 years.	One-time execution

Source: Calculated by author based on PE "Dogoda"

As you can see, investment companies and funds invest financially in securities, but in our case we need real investment, so we selected 2 private investors from Germany and Italy (we will not provide personal data, because this is private information).

Private investor 2 provides investments from 50 thousand dollars, but our project requires the amount of 30 thousand dollars. USA, so choose a private investor 1. According to the investment conditions, which are the same for both private investors, the company for 1 year will make payments for the use of investments, regardless of income, and from 3 years - also equal payments to return the investment.

To calculate the economic efficiency of equipment modernization, it is necessary to calculate the cost of purchasing equipment needed to produce new types of evaporators, which consist of the cost of equipment at market prices, transport, procurement and warehousing costs, the cost of installation work. Determining the price of equipment is carried out on the basis of current prices of enterprises. Note that the company does not need a complete replacement of equipment, because it has previously carried out the production of evaporators, but for the production of new types of evaporators requires partial modernization of existing equipment.

2.3. Forecast of the effectiveness of the proposed measures and its impact

The development of an investment project is understood as a system of documents and organizational measures necessary for the implementation of an entrepreneurial project, the main part of which is a financial plan. In the aspect of investment planning, the section of the financial plan is of particular interest - the income and expenditure plan of PE Dogoda.

The financial plan reflects the forthcoming financial costs, the sources of their coverage and the expected financial results. It is also necessary to control the financial security of an investment project at all stages of its implementation.

The financial plan consists of: a plan of income and expenses; plan of receipts and payments; the consolidated balance sheet of assets and liabilities.

The income and expense plan contains indicators such as investment costs, expected revenue, cost of goods and services sold, operating costs, including management, sales, rent, advertising, property and risk insurance, etc., the amount of gross profit, the amount of tax and other payments.

Based on the stable financial condition of PE Dogoda and the propensity to increase profitability, it seems interesting to invest in modern production equipment. When predicting cash inflows and outflows, experts proceeded from the assumption that costs would tend to increase by 20% annually.

Stage 1 of the investment attractiveness analysis of the project - calculation of net discounted income (NPV).

This indicator characterizes the potential of the enterprise to increase its market value by the formula (1)

$$\text{NPV} = 33000 * \frac{1}{1+0,12} + 109600 * \frac{1}{1+0,12^2} + 175520 * \frac{1}{1+0,12^3} + 140624 * \frac{1}{1+0,12^4} + 114749 * \frac{1}{(1+0,12)^5} - 300000 = 96249,2 \text{ uah}$$

The obtained value of $\text{NPV} > 0$, which indicates attractiveness of this investment project. If the project is accepted, the value of the company and the well-being of its owners increases.

Stage 2 of the analysis of investment attractiveness of the project - calculation of the index of return on investment according to formula (2).

$$\text{NPV} = (33000 * \frac{1}{1+0,12} + 109600 * \frac{1}{1+0,12^2} + 175520 * \frac{1}{1+0,12^3} + 140624 * \frac{1}{1+0,12^4} + 114749 * \frac{1}{1+0,12^5}) / 300000 = 1,32$$

The obtained value of $\text{PI} > 1$, which indicates the attractiveness of this investment project and that it should be accepted.

Stage 3 of the investment attractiveness analysis of the project - calculation of the internal rate of return on investment (IRR).

The IRR shows the expected profitability of the project, and therefore the maximum allowable relative level of costs that can be associated with the project.

We make calculations by a method of selection of values.

If the IRR value of the project is 22.5%, then we have the following data.

$$33000 * \frac{1}{1 + 0,225} + 109600 * \frac{1}{1 + 0,225^2} + 175520 * \frac{1}{1 + 0,225^3} + 140624 * \frac{1}{1 + 0,225^4} + 114749 * \frac{1}{1 + 0,225^5} - 300000 = -498,6$$

The obtained value is slightly less than the stated requirement, however, significantly closer to it. Therefore, the value should be slightly less than 22.5% and slightly more than 22% - ie. in the range from 22 to 22.5%.

The indicator of the internal rate of return has a number of important characteristics: it is objective and does not depend on the requirements and conditions of investors, on the volume of production and the amount of investment in the project. The internal rate of return is an exceptionally attractive tool for measuring and managing investment performance.

The IRR calculated by the value selection method is acceptable. Its acceptability is established by comparison with the chosen rate of return. If the internal rate of return exceeds the selected rate of return, the project may be recommended for implementation. Otherwise, investment in this project is impractical. In our case, the IRR of 22.4% exceeds the selected rate of return (12%).

Stage 4 of the analysis of investment attractiveness of the project - calculation of the payback period of the project.

We obtain the following cash inflows (table 2.6).

Table 2.6

Investments and income from the investment project

Indicators	№ step of the settlement period (m)					
	0	1	2	3	4	5

Costs	300 000					
Profit		33 000	109 600	175 520	140 624	114 749

Source: Calculated by author based on PE "Dogoda"

After conducting an initial analysis of cash receipts, it can be seen that the payback period the company will reach between the second and third year (for the third year, the initial investment will pay off in full). We make this conclusion on the basis of summation of incoming cash flows for the first, second and third years: $33000 + 109600 + 175520 = 318120$ UAH.

Therefore, to accurately determine the payback period, we initially determine the amount of income for the first two years: $33\ 000 + 109600 = 142600$ thousand UAH

Thus, from the initial investment remains unreimbursed 157,400,000 UAH ($300000 - 142600$).

Then at the initial volume of investment in the amount of 300,000 payback period will be:

$$2 \text{ years} + (157400/175520) = 2,897 \text{ years.}$$

Due to the fact that the investment project is designed for 6 years, of which cash receipts are planned for 5 years, and the payback period in our case was about 3 years (2,897), the investment project is considered attractive according to this criterion.

To determine the break-even point you need to use formula (3):

$$BEP = \frac{FC}{K_{MC}} \quad (3)$$

FC - fixed costs;

K_{MC} - marginal income ratio.

$$K_{MC} = \frac{MR}{TR} \quad (4)$$

MR - marginal income;

TR - revenue.

In this case, sales proceeds and expenses must relate to the same time period (month, quarter, year, etc.). In this case, the break-even point will characterize the minimum required sales volume during this period.

If the break-even point in monetary terms is low, the requirements for sales are reduced, i.e. in order to start earning a profit, the company needs a small volume of sales. Also, a low break-even point reduces the likelihood of bankruptcy of the enterprise. At the same time, if an enterprise develops, the volume of sales increases, then the volume of fixed costs of such an enterprise also increases. So, with an increase in sales, it may be necessary to expand production areas, administrative staff, whose salary will be fixed, etc. Consequently, the break-even point indicator may change according to the growth of the company's sales volume, and for each enterprise, depending on the pace and nature of its development, the break-even point indicator will be different.

The results of calculating the break-even point are presented in table 2.7.

Table 2.7

Break-even analysis of PE "Dogoda"

Index	0	1	2	3	4	5
Planned sales volume, thousand UAH	0	50000	130000	200000	170000	150000
Fixed costs, thousand UAH	50000	50000	50000	50000	50000	50000
Variable costs, thousand UAH	12650 7	17000	20400	24480	29376	35251
Sales proceeds, thous. UAH	30000 00	4830000	7141500	9125250	10000000	10494038
Marginal income	- 17650 7	-17000	59600	125520	90624	64749
Coefficient of marginal income	-	-0,34	0,46	0,63	0,53	0,43
Break-even level, thousand UAH	-	-147058,8	109060,4	79668,6	93794,1	115831,9

Sales in	-	-52,5	39,0	28,5	33,5	41,4
break-even point, thousand units	0	-147058,8	109060,4	79668,6	93794,1	115831,9

Source: Calculated by author based on PE "Dogoda"

The block diagram of the Monte Carlo simulation can be represented as APPENDIX C.

It is necessary to consider step by step the implementation of simulation modeling by the Monte Carlo method in MS Excel.

The Monte Carlo method creates an additional opportunity in risk assessment by making it possible to create random scenarios. The application of risk analysis uses all the pieces of information, as well as its forms. Information can be presented in the following forms: objective data and expert assessments. Thus, it can be concluded that this method can be used to assess the economic risks of the project. The Monte Carlo method gives Dogoda PE the opportunity to design a mathematical model for the project of introducing a line of laminated doors with undefined parameter values. Taking into account the probabilistic distribution of the project parameters, as well as the correlation of parameters (such as output volume, unit price, variable and fixed costs, profit tax rate), PE "Dogoda" is able to obtain the distribution of the project profitability. We use output volume, unit price, variable and fixed costs as averages.

1. Formation of parameters for simulations. First, it is worth filling out the data in Excel (the names of the key parameters and their values in the case of a positive, negative and most likely scenario) (Table 2.8).

Table 2.8

Main pillars of basic scenarios of investment project realization of PE "Dogoda"

Indicators	Scenario		
	Worst	Best	Most Likely
Issue volume - Q	12000	33000	19151
Unit price - P	2000	3500	2610
Variable costs - VC	150000	100000	126507

Fixed costs	50 000
-------------	--------

Source: Calculated by author based on PE "Dogoda"

The intervals from the minimum to the maximum values of the scenarios, for each parameter, are taken as key (changeable) project parameters.

2. Creation of a simulation model. To carry out simulations, the calculation of the cash flow NCf_t and the present value NPV_t are taken as the key resulting indicators.

NPV is calculated through the Excel function "PS": (discount rate - 12%; 10 - investment project term; Simulated cash flow NCf_t for each period) - The amount of funds invested.

3. To carry out the simulation, use the RANDBETWEEN function.² This Excel function randomly generates any number in the specified interval. For each of the parameters (quantity, variable costs, price), we set a random number in the intervals indicated in the table 2.8

Table 2.8

Simulation of the main indicators of the project of the PE "Dogoda"

№	Volume	Price	Variable costs	NCf _t cash flow	Present NPV _t value
1	16 471	4 359	92 866	16 065 377,4	7 490 933,49
2	32 457	3 537	93 300	2 546 262,2	-470 787,11
3	32 805	3 689	93 226	8 543 387	3 061 058,82
...					
20	28 434	4 281	152 841	29 148 383	15 195 819,02

Source: Calculated by author based on PE "Dogoda"

After simulating 20 different scenarios, the result can be presented in the form of table 2.9

Table 2.9

Calculation of key indicators based on the simulation

Indicators	Volume	Price	Variable costs	Cash flow NCFt	Present value NPVt
1	2	3	4	5	6
Mean	24 391,2	3 949	3 362,55	7 016 104,4	2 161 606,663
Standard deviation	6 208,76	574,09	345,87	16 263 348,10	9 577 863,02
The coefficient of variation	0,255	0,145	0,103	2,318	4,431
Minimum	13 737	3 020	2 841	-20 066 154	-13 787 763,65
Maximum	32 805	4 941	3 895	37 177 199	19 924 175,04
Number of cases NPV > 0					12
Number of cases NPV < 0					8

Source: Calculated by author based on PE "Dogoda"

As a result, the maximum value $NPV_{max} = 19,924,175.04$ thousand. UAH, and the minimum $NPV_{min} = -13 787 763.65$ thousand UAH. Out of 20 different scenarios, 8 turned out to be unprofitable, or 40% of the total number of scenarios. The coefficient of variation shows what kind of spread (deviation) the indicator had from the average values. The higher this coefficient, the higher the risk of possible deviation.

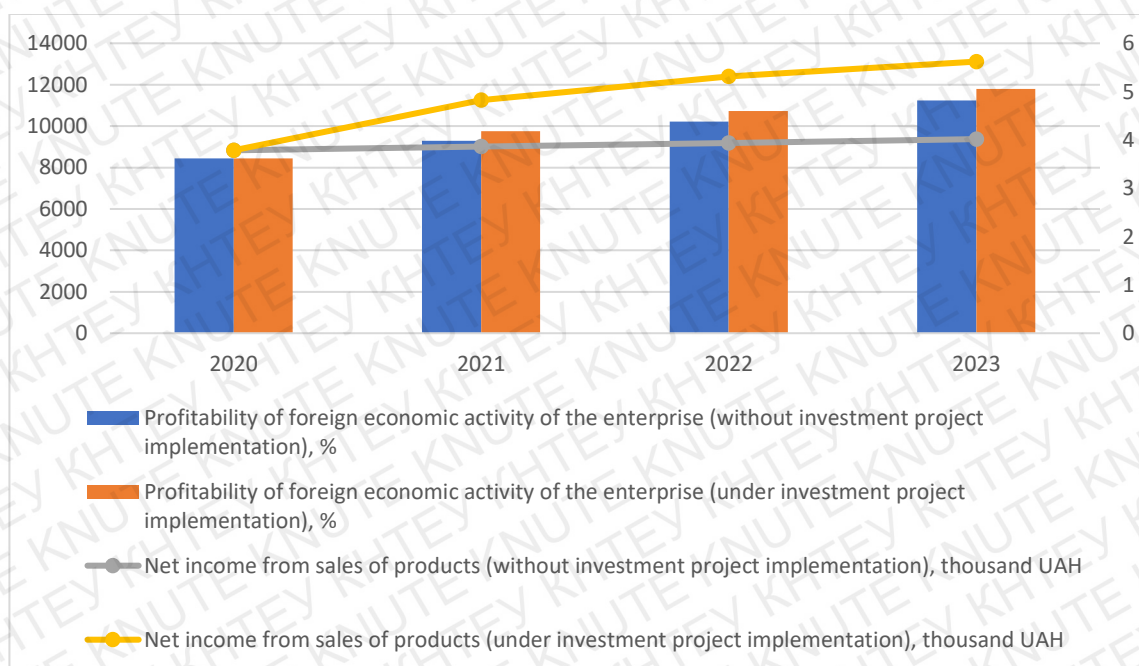


Fig. 2.2. Trends of net income from sales and profitability of FEA of

unchanged and implemented investment project by PE “Dogoda” for 2021 – 2023

Source: Calculated by author based on PE “Dogoda”

Based on the results of the scenario method, it can be assumed that this investment project is highly profitable with a high degree of risk. However, it cannot be argued that the simulation of 20 scenarios is a reliable basis for deciding on the effectiveness of the project, and the scenario analysis carried out in manual mode is not sufficiently reliable.

Conclusion to Section 2

Thus, as a result of the research in the final qualifying paper, the following conclusions were obtained.

Investments can be defined as a set of costs (tangible and intangible) aimed at the implementation of funds in different areas of the economy and industries for the subsequent receipt of profit and achieve a certain result.

The specificity of investment relations is manifested in the fact that they should be attributed to those relations that arise between economically unequal entities, when one of the subjects of these legal relations is much stronger than its counterparty precisely in terms of its financial capabilities.

Capital investments are aimed at creating new, updating and developing existing fixed assets. The volume and dynamics of capital investments are one of the key parameters for the development of the national economy, since it is capital investments that determine the volume of output within the country, the technological level of production, and its innovative potential. That is why the stimulation of capital investments as one of the most important areas of investment is becoming a priority task for the state in building an effective investment policy.

Investment management is a set of management techniques and principles aimed at maximizing investment returns. We can observe this activity at absolutely

different levels, from the enterprise to the state. Its goal is to select the most profitable investment, which, in turn, has the lowest risk indicator.

Any investment project to one degree or another is associated with risks that directly affect the success of this project. A competent investment manager must know well both the practical and theoretical part of his work for the successful management of invested funds, because the goal of the investment policy is to maximize profits while minimizing all kinds of risks.

The relevance of the chosen topic is beyond doubt. Development of investment projects is an important aspect of a modern enterprise. Investments in real assets help to increase the competitiveness of products and the company itself.

In the process of writing the final qualifying paper, the goal was achieved through the consistent implementation of the tasks, the conclusions on which are presented below:

Having considered the classification of investment projects, the author determined the importance of such types of investments as real, direct, medium and long-term, private and domestic. It is determined that it is at the pre-investment phase that the attractiveness of the project is assessed, which in the process of its implementation is more influenced by such types of risks as external, unpredictable, production.

Acquaintance with the methods for assessing the attractiveness of an investment project was focused on budgetary, social and commercial efficiency. In turn, special attention was paid to the mandatory two-stage performance assessment:

1. Assessment of the attractiveness of the project as a whole;
2. Evaluation of the feasibility of participating in this investment project of a particular enterprise. For most enterprises, it is the commercial efficiency of the project that is of greatest interest.

When predicting cash inflows and outflows, experts proceeded from the assumption that costs would tend to increase by 20% annually.

The analysis of the net present value ($NPV > 0$), the profitability index ($PI > 1$), the internal rate of return (IRR) and the payback period made it possible to conclude that this investment project is attractive.

The internal rate of return indicates the expected return on the project, and therefore the maximum allowable relative cost level that can be associated with the project. The calculations were carried out by the method of selection of values. - ten; fifteen; 20; 22; 22.5. It is concluded that the value should be in the range from 22 to 22.5%.

The payback period was about 3 years (2,897). The project itself is designed for 6 years and cash receipts are predicted within 5 years, therefore, the investment project is considered attractive according to this criterion.

CONCLUSION AND PROPOSITIONS

Thus, as a result of the research in the final qualifying paper, the following conclusions were obtained.

Investments can be defined as a set of costs (tangible and intangible) aimed at the implementation of funds in different areas of the economy and industry for the subsequent receipt of profit and achievement of a certain result.

The specificity of investment relations is manifested in the fact that they should be attributed to those relations that arise between economically unequal entities, when one of the subjects of these legal relations is much stronger than its counterparty precisely in terms of its financial capabilities.

Capital investments are aimed at creating new, updating and developing existing fixed assets. The volume and dynamics of capital investments are one of the key parameters for the development of the national economy, since it is capital investments that determine the volume of output within the country, the technological level of production, and its innovative potential. That is why the stimulation of capital investments as one of the most important areas of investment is becoming a priority task for the state in building an effective investment policy.

Investment management is a set of management techniques and principles aimed at maximizing investment returns. We can observe this activity at absolutely

different levels, from the enterprise to the state. Its goal is to select the most profitable investment, which, in turn, has the lowest risk indicator.

Any investment project to one degree or another is associated with risks that directly affect the success of this project. A competent investment manager must know well both the practical and theoretical part of his work for the successful management of invested funds, because the goal of the investment policy is to maximize profits while minimizing all kinds of risks.

The relevance of the chosen topic is beyond doubt. Development of investment projects is an important aspect of a modern enterprise. Investments in real assets help to increase the competitiveness of products and the company itself.

In the process of writing the final qualifying paper, the goal was achieved through the consistent implementation of the tasks, the conclusions on which are presented below:

The analysis of indicators of the investment activity of the enterprise allows us to conclude that in order to increase the efficiency of the PE "Dogoda" it is necessary to expand the investment activity of the company, since sustainable economic growth and an increase in the investment potential of the enterprise can be ensured only with an effective investment policy, which is primarily due to significant the level of competition in this industry in the regional aspect.

At the present stage, the investment activity of enterprises has a large number of shortcomings, among them: lack of investment resources; low investment activity of enterprises; low investment attractiveness of most Ukrainian enterprises; low investment attractiveness of many regions of Russia, both for domestic and foreign investors.

The main characteristic of any investment activity is the presence of various options and the need to make a choice of strategic development.

In the process of developing an investment strategy, one should not forget that investment activity always implies risk. The highest level of investment risk is characterized by the complete loss of the investor's capital. Risk is an important component of assessing investment prospects. When investing, most investors

prefer to risk as little as possible. The lower the investment risk, the more profitable the investment, however, practice shows that in the case of a successful project implementation, the risked investor gets the most positive result.

Currently, in the domestic economy, it is important to intensify investment activities, which will ultimately ensure economic growth.

In the course of the analysis of investment activities, the following shortcomings were identified:

- 1) there is a decrease in income from investment activities, also shows a decrease in the balance of cash flows from investment activities;
- 2) despite the fact that the main activity of the enterprise is the production of doors, a significant share of proceeds from investment activities falls on the return of loans provided and from the sale of debt securities. This income is not constant, therefore, the company will not be able to consistently receive income from investment activities;
- 3) there is a decrease in the amount of net profit, a decrease in the efficiency of using available resources.

Having considered the classification of investment projects, the author determined the importance of such types of investments as real, direct, medium and long-term, private and domestic. It is determined that it is at the pre-investment phase that the attractiveness of the project is assessed, which in the process of its implementation is more influenced by such types of risks as external, unpredictable, production.

Acquaintance with the methods for assessing the attractiveness of an investment project was focused on budgetary, social and commercial efficiency. In turn, special attention was paid to the mandatory two-stage performance assessment:

1. Assessment of the attractiveness of the project as a whole;
2. Evaluation of the feasibility of participating in this investment project of a particular enterprise. For most enterprises, it is the commercial efficiency of the project that is of greatest interest.

Forecasting cash inflows and outflows, experts proceeded from the assumption that costs would tend to increase by 20% annually.

The analysis of the net present value ($NPV > 0$), the profitability index ($PI > 1$), the internal rate of return (IRR) and the payback period made it possible to conclude that this investment project is attractive.

The internal rate of return indicates the expected return on the project, and therefore the maximum allowable relative cost level that can be associated with the project. The calculations were carried out by the method of selection of values. - ten; fifteen; 20; 22; 22.5. It is concluded that the value should be in the range from 22 to 22.5%.

The payback period was about 3 years (2,897). The project itself is designed for 6 years and cash receipts are predicted within 5 years, therefore, the investment project is considered attractive according to this criterion.

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APPENDIX A

Enterprise: "Dogoda"
 Address: Poltava
 Unit of measurement: thousand UAH

Balance sheet (Statement of financial position)

Assets	Line code	31.12.2018	31.12.2017	31.12.2016	31.12.2015	31.12.2014
1	2	3				
I. Non-negotiable assets						
Non-material assets	1000					
initial value	1001					
accumulated depreciation	1002					
Incomplete capital investments	1005					
Fixed assets	1010	1038	361	435	398	356
initial value	1011					
wear and tear	1012					
Investment Property	1015					
Long-term biological assets	1020					
Long-term financial investments: which are accounted for using the equity method of other enterprises	1030					
other financial investments	1035					
Long-term receivables	1040					
Deferred tax assets	1045					
Other non-current assets	1090					
Total for section I	1095	1038	361	435	398	356
II. Current assets			77	33	30	26
Inventories	1100	51				
Current biological assets	1110					
Accounts receivable for products, goods,	1125					

works, services						
Accounts receivable by calculations:			3940	2242	2016	2003
on issued advances	1130	4995				
with a budget	1135					
including income tax	1136					
Other current receivables	1155					
Current financial investments	1160					
Money and their equivalents	1165	100	100	100	100	100
Deferred expenses	1170					
Other current assets	1190	4089	10	9	9	9
Total for section II	1195	10971	4158	2585	2463	2365
III. Non-current assets held for sale and disposal groups	1200					
Balance	1300	12009	4519		3020	3245
Liabilities	Line code	31.12.2018	31.12.2017	31.12.2016	31.12.2015	31.12.2014
1	2	3	4			
I. Equity			1010	1010	1010	1010
Registered (share) capital	1400	1010				
Capital in revaluations	1405					
Additional capital	1410					
Reserve capital	1415					
Retained earnings (uncovered loss)	1420	1160	(360)	112	101	100
Unpaid capital	1425	()	()			
Withdrawn capital	1430	()	()			
Total for section I	1495	2170	704	1122	1111	1100
II. Long-term liabilities and collateral			-	-	-	-
Deferred tax liabilities	1500	288				
long-term bank credits	1510					
Other long-term liabilities	1515					
Long-term security	1520					
Targeted financing	1525					
Total for section II	1595	288				
III. Current liabilities and collateral						
Short-term bank loans	1600					
Current accounts payable for: long-term liabilities	1610	9551	3815	1898	1632	1469
goods, works, services	1615					
calculations with the budget	1620					
including income tax	1621					
insurance calculations	1625					
payroll calculations	1630					
Current supplies	1660					
Deferred income	1665					
Other current commitments	1690					
Total for section III	1695	9551	3815	1898	1632	1469
IV. Liabilities related to non-current assets, held for sale, and disposal groups	1700					

Balance	1900	120090	4519	3020	2743	2569
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Head of PE “Dogoda” _____

Chief Accountant of PE “Dogoda” _____

APPENDIX B

Enterprise: “Dogoda”

Statement of financial performance (Statement of comprehensive income)

I. Financial results

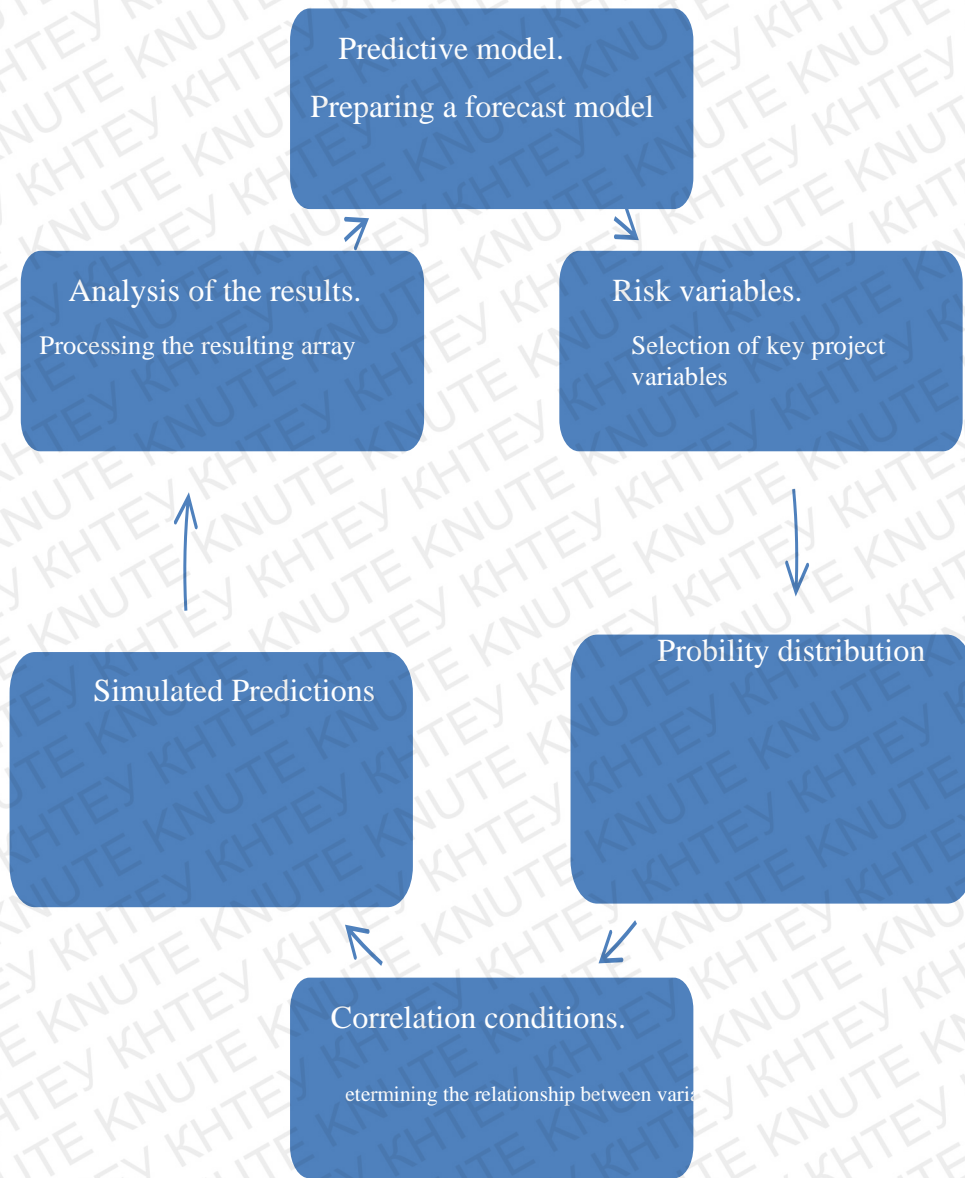
Article	Line code	01.01.- 31.12.2018	01.01.- 31.12.2017	01.01.- 31.12.2016	01.01.- 31.12.2015	01.01.- 31.12.2014
1	2	3	4	5	6	7
Net income from sales of products (goods, works, services)	2000	8492	10613	8546	7863	6584
Cost of goods sold (goods, works, services)	2050	(3633)	(7621)	6324	5632	5231
Gross: profit	2090	4859	2992	2232	2113	2013
loss	2095	()	()	()	()	()
Other operating income	2120					
Administrative expenses	2130	(3219)	(2649)	1766	1523	1326
Selling expenses	2150	(1640)	(343)	466	326	236
Other operating expenses	2180	()	()	()	()	()
Financial result from operating activities:						

profit	2190					
loss	2195	()	()	()	()	()
Income from equity participation	2200					
Other financial income	2220					
Other income	2240					
Financial expenses	2250	()	()	()	()	()
Losses from equity	2255	()	()	()	()	()
Other expenses	2270	()	()	()	()	()
Financial result before tax: profit	2290	1838	165	368	326	236
loss	2295	84	68	74	70	59
Expenses (income) from income tax	2300					
Profit (loss) from discontinued operations after tax	2305					
Net financial result: profit	2350	1746	189	294	256	236
loss	2355	()	()			

Head of PE “Dogoda” _____

Chief Accountant of PE “Dogoda” _____

APPENDIX C



Block diagram of the Monte Carlo method