

FEATURES OF SMALL ENTERPRISE INVESTMENT POLICY

Havrys O.O., Parhuts I.S.

National technical university «Kharkiv polytechnic institute», Kharkiv

The contribution of small and medium enterprises to job creation and production growth is now widely recognized in both developed and developing countries. Enterprises in this sector reduce unemployment, respond quickly to changing market conditions, they are the driving force of scientific and technological progress, play the role of the material base for the formation of the middle class, ensuring political stability in society. Economic independence of small enterprises in conditions of strong competition is ensured by the correct construction of investment policies and the control over their implementation in the organization. For the formation and development of this sector, funds and investment resources are needed. Financing is possible from various sources, the significance and accessibility of which is not the same for various business entities. However, investments are limited and their needs are limitless. As a result, enterprises are faced with the task of optimizing the formation of investment resources and using them more efficiently [1]. One of the most important tasks is effective management of investment resources of the enterprise is to determine the sources of their formation. Investment activity is a necessary condition for the circulation of funds of the enterprise, and activity in the field of production creates the preconditions for new investments. In order to attract investment resources, an enterprise must meet certain characteristics, ie be attractive to investors [2].

Investment planning is one of the most important steps for managing the investment activity of an enterprise. All investment decisions on the implementation of real investment projects and programs, investing funds in financial assets, as well as decisions on their financing are objectively interconnected, which means that they cannot be taken separately and you need to use planning tools to communicate these decisions. An important area of investment support for small businesses can be the organization of a specific infrastructure of loan guarantee programs. Expanding access of small businesses to the credit resources of banks is impossible without the assistance of the state, which in this case could take on some of the risks of financial institutions that inevitably arise when lending to small businesses. The Ukrainian investment environment is ambiguous. According to the State Statistics Service, the volume of foreign direct investment in Ukraine from 2014 to 2018 decreased slightly, and these trends are certainly also true for small businesses. To increase the level of investment, the state needs to take a number of measures that will allow investors to analyze and determine the attractiveness of small businesses to invest.

References:

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