

# **PECULIARITIES OF THE ENTERPRISE'S INVESTMENT STRATEGY IN MODERN CONDITIONS**

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Stable high rates of economic development of any enterprise cannot be achieved without the formation of its investment policy and effective use of its resource and financial potential. Unfortunately, to date, modern enterprises in most branches of the Ukrainian economy are characterized by a shortage of material and informational resources necessary for investment growth. In these conditions, the construction of an effective investment policy in the system of the organizational and economic mechanism of economic activity of enterprises, aimed at attracting the necessary investment resources and increasing the efficiency of specific investment projects, becomes relevant. The mentioned facts actualize the research topic.

The investment policy of the enterprise should be functional in nature, be part of the financial strategy and be subordinated to the main strategy. An effective investment policy of a modern enterprise must be built on the basis of: targeting of the investment policy to achieve the strategic goals of the enterprise, their financial stability; taking into account inflation and the level of risk; economic justification of investment attractiveness; formation of the optimal structure of portfolio and real investments; ranking of projects and investments by importance and sequence of implementation (based on the availability of resources, taking into account external sources); choosing reliable and cheaper sources and methods of financing

investments; objective assessment of the investment potential of the enterprise.

The creation and implementation of new, more productive tools and the accelerated replacement of existing fixed assets are the material basis for the implementation of the reform strategy at national enterprises in terms of long-term investment policy. The transition to intensive forms of reproduction largely depends on improving the organization and management of this process, which is closely related to all operating economic and economic mechanisms. Therefore, taking into account industry and regional features in the formation of investment policy should become a prerequisite for intensifying the investment activity of enterprises and increasing their investment attractiveness.

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