

Summary

Subject matter: Development and substantiation of the investment appeal of the organization.

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Customer organization: FSK “Duble”, ltd.

Topicality of the research: is conditioned by the importance of the application of the theory and methodology of investment management to the solution of the problem of financing of small business. In the conditions of the economic crisis small business whose financial resources are limited, implements not so much financial as production investments, as the expansion of the volume of production and its diversification enables it to get additional financial resources.

Objective of the research: is the study of the problem of the improvement of the investment appeal of small business in the conditions of the diversification of the economic activity. The paper reveals the role of financial management in the improvement of the effectiveness of the work of the organization, gives the description of the information base of financial management, and shows the connection between profitability and investment appeals of the organization. The financial analysis of the accounts of the organization under study and also the use of the data of administrative and production accounts enabled it to substantiate the need for the expansion of the work of “FSK Dubl”, ltd. to overcome the negative tendencies of the fall in the rate of the growth of profit. Realization of the investment project (hotel complex) required the search for the sources of financing.

Among them: reinvestment of last year’s profit, increase in the seed capital at the expense of the additional payments of the owners and drawing in a new participant of the community, interest-free loan of the owners and the investment credit of the commercial bank. As it is shown in the work, the full recoupment of the project is five years, moreover, the volume of the generated revenues will enables one to accumulate sufficient financial resources to redeem the bank credit in a three-year time.

The results of the realization of the investment project will be a sharp increase in the pace of the growth of profits, improvement of the balance indicators and improvement of the investment appeal of “FSK Dubl”, ltd.