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## **ASSESSMENT OF ENTERPRISE INVESTMENT ATTRACTIVENESS IN THE REPUBLIC OF BELARUS**

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Currently, the concept of investment attractiveness doesn't have a generally accepted interpretation. However, most definitions imply the expediency of an investor investing in an enterprise and choosing the most profitable option for investing investment funds. Internal as well as external factors (the tier of technological progress, volume and momentum of capital expenditure, for example) affect investment attractiveness.

An enterprise is attractive for investment if it has factors that satisfy the needs and claims of investors. Therefore, it's important to choose the correct method for assessing investment attractiveness. In the majority of cases, the attractiveness evaluation relies on the overview of the enterprise financial status on determining its development prospects. In Belarus, liquidity and gearing ratio are specified by the «The regulations approval on the procedure for computing financial responsibility coefficients and estimating the financial circumstances and paying capacity of economic entities» [1]. Foreign assessment methods are applied as well. E. Altman's five-factor model makes it possible to predict the possibility of an enterprise failure, but it does not always correctly reflect the reality. M. Stazhkova's methodology is based on the assessment of enterprises issuing securities using two types of indicators: the initial issue of a security and the duration of the security circulation on the stock market. A more complete assessment is made by scoring internal and external factors, based on which the geometric mean value of the investment attractiveness of the enterprise is calculated.

### **References**

1. Resolution of the Ministry of Finance of the Republic of Belarus and the Ministry of Economy of the Republic of Belarus dated December 27, 2011 [Electronic resource] // National Legal Internet Portal of the Republic Belarus. – Mode of access: <https://pravo.by/document/?guid=3961&p0=W21224865>. – Date of access: 12.02.2022.