

EVALUATION OF INVESTMENT ATTRACTIVENESS OF PROJECTS

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Introduction. The increase of number and cost of projects results in the necessity of introduction of project analysis methods for activity of pharmaceutical enterprises of Ukraine. The necessary condition of successful implementation of projects is an evaluation of their investment attractiveness.

Aim. The purpose of the study is to create an algorithm for integrated evaluation of investment attractiveness of projects in the conditions of pharmaceutical production.

Materials and methods. The base materials of research are literature sources, publications of scientists in the field of project analysis and investment. Methods: analysis, expert method.

Results and discussion. Evaluation of investment attractiveness of projects minimizes the risks associated with investment activities of the pharmaceutical company and is the basis to make an informed investment decision. In a comprehensive assessment of investment attractiveness of projects in the pharmaceutical industry by understanding the installation process by appropriate coefficients importance of each indicator in a group and the group of factors in the overall investment attractiveness of the maximum the requirements and goals of all participants. The ultimate aim of this assessment is to obtain integral indicator by which we can conclude about the level of investment attractiveness of any project.

The proposed algorithm for calculating the integral index of investment attractiveness of projects in the pharmaceutical industry includes the following steps:

1. Preliminary selection factors of investment attractiveness of projects.
2. Assessment of the significance of the factors on the basis of expert opinion.
3. The selection of the most important factors. Evaluation of the weight factors.
4. Calculation of weighted average score for each factor.
5. Calculation of complex parameters for each type of investment attractiveness of the project.
6. Calculation of the integral index of investment attractiveness of the project.

Conclusions. The integrated approach to the evaluation of investment attractiveness of projects allows to do their multidimensional assessment. It is very important for the pharmaceutical industry, whose activities are related to the production and sales of special social significance.