

DETERMINATION OF STAGES OF INVESTOR SEARCH

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Introduction. There are often situations when specialists in a certain field, generating many ideas, do not have enough funds to implement them. The key issue is finding an investor and making an investment. A person, company, government agency invests finances, tangible assets (equipment, buildings), or intangible assets (intellectual property, innovative technologies) in projects, enterprises for profit. Direct investment in the country's economy has a number of beneficial effects. They provide employment. For example, each job in the Coca-Cola system created 17 jobs in affiliated companies. McDonalds mostly uses Ukrainian products, and the Mukachevo factory, which produces Fisher skis and supplies a quarter of the world's market with products, uses 80% of Ukrainian raw materials.

Aim. The purpose of the study is determining the stages of finding a potential investor and conducting the investment process.

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

Results and discussion. An investor is a natural or legal person who is ready to bring his money, to give it to the Ukrainian economy. Your business idea is your potential capital, and the investor is a potential partner. You can interest the investor by providing information about such things as:

1. Competitiveness and relevance of the business idea in the market in the current conditions.
2. The required amount of investment.
3. Planned terms of receiving return on investment.
4. The amount of investor's profit after investing in the project.

Before making an investment, the investor makes an in-depth analysis, in the process of which he assesses all available risks, for this purpose, the following issues are considered:

1. Realism of the project.
2. Relevance of the project on the market.
3. Project implementation strategy.
4. The possibility of commercial success of the project.
5. Availability of personal funds of the project initiator.
6. Project Development Perspective.
7. The advantage of the project over competitors.

Despite the annual increase for investment, their main source remains rather limited own funds of enterprises and organizations. The state also hardly invests. Therefore, in our opinion, the key investor is a person (the population of Ukraine).

Stages of investing:

1. Formation of a business plan. Be sure to make a clear detailed business plan for the project. With the help of such documentation, you can find out the weaknesses of the idea in two seconds and determine the optimal amount of funding.

2. Creating a presentation. Make a summary of your proposal or a bright presentation - a short and clear statement of the idea and its results.

3. Creating a working prototype.

4. Search for an investor "among their own". When looking for an investor, pay attention to your loved ones, in the early stages of work, relatives or friends who are not afraid of risks can invest in the project. If this business project is your first and you do not have similar experience, attract a more experienced person in this area as an investor. Then, in addition to his money, he will give you something much more valuable - his knowledge.

5. Search for a potential investor from the outside. To do this, you can use numerous Internet platforms (sites of investment companies), fairs and more.

If you are talking about a large-scale business project that requires a large amount of investment, you can think about foreign investment. To interest foreign investors in the feasibility of investing in the economy, it is necessary to create an attractive investment climate, to carry out a number of reforms aimed at improving the social and economic spheres. Foreign investment allows the country's economy to develop in full, to reach a significantly new level of development, to get many new technologies that will help increase the competitiveness of our production in all world markets. With foreign capital, the quality of products produced in the country improves, the unemployment rate decreases, and new jobs are created.

Conclusions. According to the State Statistics Committee of Ukraine, UAH 62.7 billion was in the hands of the population last year. This money is the potential for the country's development. Thus, an investor can be each of us who has an idea and a desire to implement it. An investor can be someone who has the resources to support this idea and wants to increase them.

Prerequisites for stimulating the investment process are ensuring legal protection of property (protection of property rights by courts, inevitability of punishment for raiding); fight against unfair competition (when next to your store opens another that sells grey imports and you will work on the verge of profitability or go bankrupt); simplification of doing business, obtaining permits (reducing the number of inspections); stable business conditions (projected tax burden).

ASSESSMENT OF THE INFLUENCE OF MACRO-ENVIRONMENTAL FACTORS ON PHARMACEUTICAL COMPANY ACTIVITIES

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Introduction. The pharmaceutical industry occupies a significant place in the Ukrainian economy, since it is an important segment of the national market, it is distinguished by innovation, knowledge-intensive and high profitability of companies.

Aim. The aim is to study theoretical aspects and develop practical recommendations for assessing the influence of macro-environmental factors on pharmaceutical company activities and to form a strategy for the development of pharmaceutical enterprises.

Materials and methods. It has analyzed databases of the Internet, database of Ukrainian patent office, database of the State enterprise "The State Expert Center" of the Ministry of Health of