Safety of Investment Activity at Food Industry Enterprises.

Acquiring the higher level of cost-efficiency of investment activities at the predetermined risk level is considered to be one of the most essential management targets at food industry enterprises. Efficient investment activity within acceptable risk level becomes possible only on condition of development of the complex safety system.

Safety of investment activity at the enterprise consists of coordinating its long-term economic interests with market forces in such a way that prevents it from a state of crisis which involves large-scale losses, lack of competitiveness and business operating troubles.

The investment safety within an individual enterprise is provided by a wide range of measures which jointly create favorable conditions for carrying on investment activity. It must have a positive impact on the outcome of an operating activity. Thus, in the context of the issue, a special attention should be paid to investment risk management.

The investment risk management provides mitigation of the risk level and reduction of the possible losses. As a result we can highlight two ways of management influence on the risks in the investment activity:

1) elaborating and implementing measures aimed at reducing the risk level (namely a consistent analyses of actual and expected results);
2) elaborating and implementing measures aimed at reducing the consequences of the risk (minimizing deviation from an anticipated outcome).

The measures reducing the risk level of investment activity include the following steps:

1) allocation and/or augmentation of resources within certain projects;
2) adjustment of calendar plans of the projects;
3) carrying out supplementary investment researches;
4) correcting project documentation, technical and economic indicators.

The following measures can be applied to facilitate the consequences of the investment risks at the enterprise:

1) devolving risks to the third party (external insurance) ;
2) sharing risks among the project participants;
3) retaining the safe level of risks;
4) reducing (preventing and controlling) the risks;
5) saving funds to cover unexpected expenses (self-insurance);
6) overlapping the risks of one project at the expense of profitability of the other projects;
7) avoiding (cancelling) the risk.