

26 – 29 May 2013, Kyiv, Ukraine

Improvement of investment management at food industry enterprises

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To increase the competitiveness of the food industry to improve the management of investments. Controlling is one of the modern tools of improvement of investment management at enterprises.

Investment controlling is a system of methods and instruments aimed at investment management support that comprises information support, planning, coordination, control and internal consulting.

The need for implementation of the investment controlling system at food industry enterprises occurs in following cases:

- 1) one-time development of a large-scale and long-term investment project;
- 2) continued implementation of small-scale but influential in operational activity real investment projects;
- 3) creation of a program of real investments with long implementation period.

Establishment of the investment controlling system at a food industry enterprise requires a certain sequence of actions:

- 1) determination of the object of controlling, which means the formation of investment proposals within a particular purpose of enterprise's activity;
- 2) setting goals and objectives for investment controlling at each stage of preparation and implementation of individual investment projects and the investment program as a whole;
- 3) formation of the system of priority criteria and their quantitative standards according to which the degree of achievement of the objectives of projects within the investment program will be determined;
- 4) organization of the monitoring system of priority indicators and formation of the set of action algorithms to correct the critical deviations of values of indicators from their quantitative standards;
- 5) development of the reporting system in an individual investment project and the investment program of an enterprise as a whole and the establishment of frequency of its filling;
- 6) coordination of organizational and functional aspects of the investment controlling system at an enterprise.

KEY WORDS: investment, investment activities, investment controlling, monitoring

Indicate type of presentation: Oral Poster