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DIRECTIONS DIVERSIFY SOURCES OF INVESTMENT ATTRACTION IN THE VENTURE ELECTRICITY

The article determined that the under investment intercession is the sum of financial, material and non-material, and intellectual resources used by business entities in the problems: of attachment in investment objects are to and assist the conceit potential in capital, taking into account their risk for achieving social, environmental and other effects.

This content substantiation of investment resources enables the identification of sources of the investment resources.

It is proved, that the main sources of investment at the micro level can be: the endogenous sources – their own financial resources; the exogenous source: attracted financial resources, loan financial resources and budget allocations.

The main source of investment is the endogenous resources investment company, which formed by the original founders of the company contributions, accumulation of profits, depreciation, labor collective savings, sales of assets, payments from insurance companies and others.

Qualitative characteristics of endogenous resources is transferred its investment properties at the capital structure of the electric energy enterprise distribution.

Positive properties of investment resources from the endogenous sources to the enterprise are identified.

However, it was established, that their resources do not satisfy the needs of investment resources and do not provide full dynamic potential of companies, which leads to the diversification of sources of investment resources from other exogenous sources

It is proved, that investment funds drawn from exogenous sources have a powerful influence on the quality characteristics on the company capital through their properties.

The positive properties of investment resources from the exogenous sources

are including: ensuring the growth of the enterprise financial potential by electric energy distribution in expanding its assets and business activities, the ability to generate financial growth of profitability; more opportunities to attract investment resources and so on.

The negative properties are including: the emergence of financial risks, risk reduction, that increase stability and reduce financial solvency; the difficulty attracting investment resources from the exogenous sources; reduce profit margins through payments on borrowed capital: the dependence of the value of investment attraction from the exogenous sources from fluctuations the financial market conditions and the current threats and risks.

Therefore, the financial resources drawn from the exogenous sources on one side lead to higher financial capacity and financial profitability through diversifying the sources of investment resources, on the other side, contributing to the financial risks and bankruptcy.

It was established, that in modern conditions of increasing threats and risks when involved investment resources, for the development enterprise distribution of electric energy the important task is determination of such combination of endogenous and exogenous investment sources, which maximizes the achievement of the objective of the enterprise distribution of electric energy, namely its stable economic development, which in turn certain requirements to qualitative and quantitative characteristics of investments attracted from various sources.

Due to limited endogenous sources of electricity distribution enterprises in modern conditions increasing threats and risks, becoming increasingly important the exogenous source.