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## **METHODICAL APPROACH TO THE MANAGEMENT OF THE INVESTMENT POTENTIAL OF THE COMPANY**

The current state of economic development of Ukraine is characterized by instability, unpredictability of the conditions of economic development slow, stiff competition, low profitability, insufficient financial resources and more. So the issue of investment attraction are relevant for the majority of businesses in Ukraine.

Effective management of the investment potential of the enterprise promotes optimal use of investment resources and creates the ability to achieve tactical and strategic objectives. The results of scientific investigation determined that the investment potential of the company as a set of economic resources that can be mobilized entity and businesses as possible to use these resources to achieve strategic goals.

The formation of the investment potential of the company influence the various factors which should be grouped into three

groups: the factors to which the company's management has the ability to influence; factors to which the company is unable to influence and factors influencing the investment potential on a level field. Study of factors affecting allow to develop and implement measures to minimize adverse effects and to achieve the objectives of the enterprise.

In order to ensure effective management developed a methodical approach management investment potential, which will significantly increase the effectiveness of the management of the company and will be the basis for sustainable further development of the company in the future. The advantage is a detailed illustration of the proposed actions in achieving the necessary level of investment based on the implementation of the successive stages of reference for the strategic development of the company.