

ANNOTATION

The topic of this Master's thesis is "The ways of increasing the investment appeal of light industry enterprises (in the example of MEBEL-SERVICE Ltd.)."

The relevance of this thesis: The relevance of the issue of this research is connected with the present economic conditions of the management of enterprises in Kazakhstan and the necessity of the actualization not as much of the reformation of enterprise activity, but rather rebuilding business processes taking into consideration real economic conditions, problems and abilities of enterprises. In order to sustain the competitiveness of an enterprise and its segment in the market, it is necessary for an enterprise to constantly perform reconstruction of production capacity, renew existing material and technical base, increase the volume of production, and adopt new types of activities.

To reconstruct old equipment and buy new, the enterprise has to invest a large amount of capital, which most often is unavailable because of lack of funds. To attract the necessary funds, the enterprise has to implement an aggressive investment policy.

The goal of this Master's thesis is not only to find the ways of increasing investment appeal of enterprises, but also to prove that correct investment decision-making will considerably effect the future activity of a firm.

The subject of the research is "MEBEL-SERVICE Ltd." The object of the research is investment appeal of "MEBEL-SERVICE Ltd."

Scientific work of foreign and domestic specialists in the sphere of investment activity, and also data published in articles, monographs, publications and Internet, reports and primary documents of "MEBEL-SERVICE Ltd." were used as an informative methodological base for the writing of this Master's thesis.

The practical significance of this Master's thesis is that all recommendations can be used in the current work of the investment department of this organization, because it reflects all actual problems and mechanisms in the increase of investment appeal.

Conclusions: Investment is one of the most important aspects of the activity of any dynamically developing commercial organization. Preliminary analysis which is conducted during the design stage of investment projects is especially important for planning and actualizing investment activity.