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- **Baranets Ganna Valeriyvna**, candidate of economic sciences, associate professor.
- **Shvets Katerina Olexandrivna**, student. Dnepropetrovsk national mining university.
- **Levchenko Veronika Volodimirivna**, student. Poltava national technical university of the name of Yu. Kondratyuk.
- **Improvement of enterprise investment strategy developing in conditions of international activity.** The essence of investment strategy as an economic category is considered. The stages of forming a strategy of investment activity are substantiated on the basis of strategic planning process analysis. The peculiarities of stages to develop enterprise investment strategy under conditions of foreign trade realization are defined.
- **Keywords:** investment, investment strategy, investment activity, strategic planning, performance.