

« ».

.

,

.

:

,

,

.

The article reveals the evolution and essence of the concept of investment attractiveness, as well as submitted by the author's designation of the studied concepts. The main theoretical provisions, which will help the investor with the adoption of a sensible investment decision.

Keywords: investment, investment attractiveness of the enterprise, investor.

658.012

. . , . . , „ . . . « », ;
. . , . . . « », .

. ;
; ;
()
- ;
- ;
- ;
- ;
- ;
().

[1].

—
—
—

01.01.2011 01.10.2012

11).

1.

[5],

Cash Flow,
Cash Flow,
Cash Flow.

(1):

$$X_{R, R_{CF}} = \frac{COV(R, R_{CF})}{\sigma_R \times \sigma_{R_{CF}}}, \tag{1}$$

R, R_{CF} –
(R) CashFlow (RCF);
 $COV(R, R_{CF})$ – (R)
CashFlow (RCF);

$R \times R_{CF}$ – (R)
CashFlow (RCF) [4].

1.

	$R_A = \frac{NCF}{K}$	1
CashFlow	$R_{ACF} = \frac{NCF}{K}$	1
	$R_{CK} = \frac{NCF}{K}$	1
CashFlow	$R_{CKCF} = \frac{NCF}{K}$	1
	$R = \frac{NCF}{K}$	() (-)
CashFlow	$R_F = \frac{NCF}{K}$	1

()
(2):

$$COV (R, R_{CF}) = \frac{1}{n} \times \sum_{i=1}^n (R_i - \bar{R}) \times (R_{CF_i} - \overline{R_{CF}}), \tag{2}$$

R_i, R_{CF_i} — CashFlow (RCF); (R)

$\bar{R}, \overline{R_{CF}}$ — CashFlow (RCF) (R)

n — .

(3):

$$\uparrow_R = \frac{\sum_{i=1}^n (R_i - \bar{R})}{n}, \uparrow_{R_{CF}} = \frac{\sum_{i=1}^n (R_{CF_i} - \overline{R_{CF}})}{n}. \tag{3}$$

2

-1,0 +1,0.

+1,0 -1,0,
—

().

[6].

2.

	RA, RA CF	R , R CF	R , R CF
	0,089974	-0,001592	-0,029733

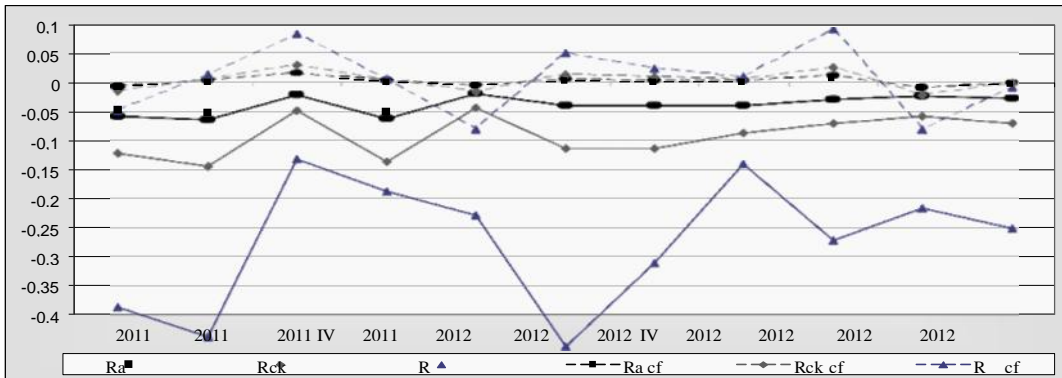
3

01.01.2011

01.10.2012.

3,

	0	7



3,

2011–2012 .

9008

122

: 1. [] - : 2009-2011 , 2009. 2. () / .
 (89032 bytes). - : 2009-2011 . [] - . -
 , 2012. 4. 2011 - 2012 . [] - :
 , 2012. 5. () [] - :
 () [] - : 2011-2012 .

05.10.2013

658.012

/
 . „ . // - « » :
 - : « », 2013. - 53 (1026). - . 19-24. -
 : 5 .

The paper examines the features of evaluating the performance of companies that provide utilities and personal services. The necessity of applying to analyze the efficiency of the utilities coefficients based on the net cash flow of the company.

Keywords: efficiency of the utility company, performance of the enterprise, net income, net cash flow.