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## **FACTORS OF IMPACT ON INVESTMENT ATTRACTIVENESS OF THE ENTERPRISE**

The article analyzes modern approaches to the definition of “investment attractiveness of the enterprise”. On their basis the author provided own definition of the concept. The main factors influencing the investment attractiveness of the company were determined. Using clustering techniques and comparative analysis, the author conducted classification of factors by semantic feature.

Based on the analysis of existing formulations and, directly, the nature of investment attrac-

tiveness, the author proposed the following definition: investment attractiveness of the company is a multicriteria value of potential investment object, which takes into account its current state, development opportunities, scope and prospects of income obtainment and distribution, liquidity, solvency, financial stability of the company, its business activities and profitability. It combines data about the extent of expected return, risk and liquidity of potential investments.