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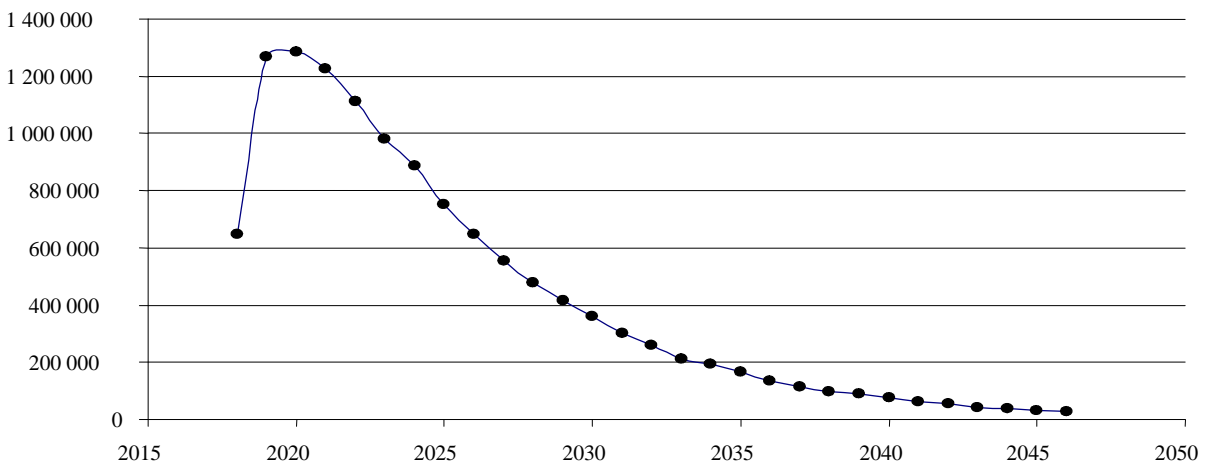
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EVALUATION OF BUSINESS PLAN EFFICIENCY FOR THE ENTERPRISE

The main provisions for evaluating the business plan effectiveness of the company are considered. The possible equity and debt funding sources for the financial support of the investment project are displayed. The economic feasibility of investing funds in the given investment project is analyzed.

Keywords: investment project, financial resources, economic impact, profitability, return on investment, profitability.

« » [2].
 32
 « »
 » 1. 3
 2018 .



. 1. 3 ()

» 2016-2019 .»,
 6 %
 .2, 2016-2017 .
 1 605
 185 2046 21 115 322
 3 49 609 2016-
 () [5].

1.

	2016	2017	2018	2019	2020	
()	145000	1350000	—	—	—	1605000
	8358	124187	1476369	1078119	675 723	3373116
	153358	1474187	1476369	1078119	675723	4978116

*

3.

2016-2046 . . *

()	49 609 185
	7 567 503
()	42 041 682
(, ,)	15 399 032
	26 642 650
	209 700
	5 317 628
	21 115 322

*

4.

*

21,3

		, %
	21 334 552	100
	305 370	1,43
	8 513 804	39,91
	1 169 631	5,48
	5 317 628	24,92
	6 018 375	28,21
()	7 567 503	35,47
()	1 549 128	7,26
	9 744	0,05

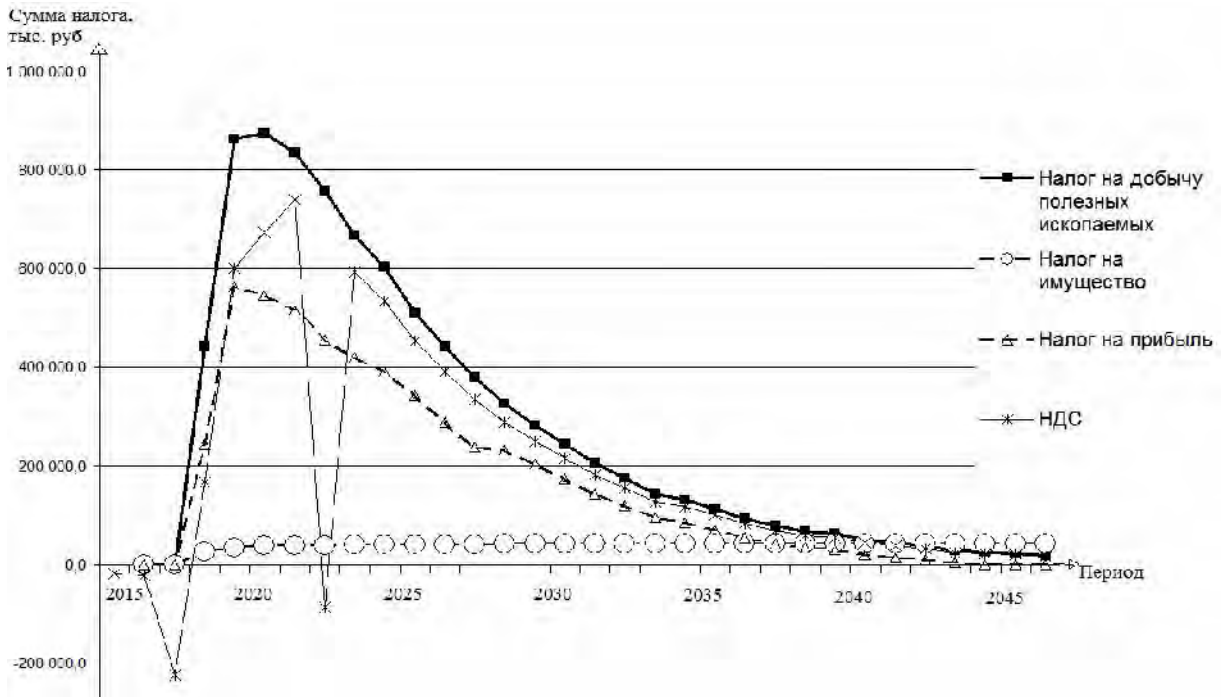
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(. 2).

2016 2017 .

2022 .

2022 .



. 2. ()

[4, с. 649].

(. 4).

4.

*

	4,24
	6,26
	13,16
	0,43

*

4,24

1 605 000

13,16,

2020

0,43 43%.

1

43

70

[6, c. 213; 7]:

- (NPV);
- (PI);
- (IRR);
- (ARR)
- (PP);
- (DPP).

. 5.

5.

*

1.	(NPV),	6 671 742,13
2.	(PI)	2,34
3.	(IRR), %	25,48
4.	(PP),	6
5.	(DPP),	6,56

*

1. / . . . // -
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