



# INVESTMENT IN THE FIELD OF TRANSPORT LOGISTICS

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## ANNOTATION

*Today, large-scale investments in the development of the market of transport and logistics services and the expansion of transport and transit opportunities of our country are involved.*

**KEY WORDS:** *investment, transport, logistics, economy.*

## DISCUSSION

However, the lack of a single policy related to the implementation of investment research and innovative works in the field of transport Logistics, as well as the development and improvement of the system of introduction into production, does not allow sufficient application of new techniques and technologies and advanced foreign experience on the account of investments in the market of transport services.

It is known that the volume of 90 percent of the period from the creation of products and services to the delivery to consumers coincides with the processes of transport and logistics, which include the management of purchases, the management of reserves, warehouse work, the management of product distribution, the processing of cargo, packaging, increase-drop, logistics information technology and integrated logistics systems. The provision of safe, high-quality and affordable cargo and passenger transportation and other transport and logistics services to the population and economic sectors is a direct link to the efficiency of the implementation of these processes in a flexible way.

This basically determines the direction of the investment activity of these enterprises and puts in them strategic tasks, for example, the effective combination of their own funds and borrowed capital, the assessment of the level of risk of various types of activities and the achievement of their balance sheet, as well as the involvement of professional management personnel for planning and implementation.

A strong competitive environment dictates the maximum use of all means and methods of production management in order for the vehicle operators to fully utilize the service potential. A positive solution to this issue can be achieved by maintaining the production policy at the required level at the enterprise. This policy is aimed at strengthening and expanding the position of the enterprise in the selected market segment, increasing the number of customers, ensuring the achievement of superiority in the competitive struggle and ultimately increasing the volume of profit by defining the Basic Rules at the stages up to the selection, creation, tariff designation and provision of transport and logistics services to customers. Such: achieve resource savings; increase in the volume of transportation and logistics services; at the same time, instead of reducing the cost of services and increasing its volume, the resultant provision is achieved.

It is known that the provision of transport services in the scientific literature on today's transport economy is studied into 3 basic processes: transportation, auxiliary services and supply processes.

The issues of the organization of the production management process are considered separately in the scope of each of the basic processes. Because management in the system of provision of transport services is a one-time or without some actions, but rather a complex combined process among themselves. Management of basic organizational processes is a relatively independent, but interrelated set of functions.



Therefore, the strategic need to create horizontal integrated and diversified structures in automotive transport Enterprises is based on the need to achieve the synergistic efficiency of economic activity. The term synergetic comes from the ancient Greek language, which means communion, United State, cooperation, assistance, participation or support, assistance.

In the first paragraphs of our work, various sources of financing of investment projects, in particular, equal partnership, strategic joint financing, various forms of lending (loans of our country and foreign banks, lending and export agencies, the market of bonds), as well as sources of financing through the cooperation of public and private sectors and infrastructure organizations were discussed.

According to the results of the study, through the organization of the corporate investment process, it is possible to ensure the strategic competitiveness of the enterprise in the market, the efficiency of investment resources, the overall corporate risk level is relatively low, and in the future the market value of the enterprise will increase.

It is worth noting that it is difficult for an enterprise to achieve the effectiveness of investment activity without applying such principles and approaches in the selection of investment projects and programs that allow it to invest limited capital in the most optimal areas of activity.

Effective investment decision making and selection of the most suitable projects require job visibility based on certain systematized criteria. In our opinion:

- Strategic compatibility of projects;
- Economic effective;
- Availability of real options for future development;
- Compliance with current and future regulatory laws and legislation;
- Compliance With creditors requirements;
- the availability of internal resources can be noted as the most basic of them.

This approach, which is proposed to determine the criteria for the selection of projects and the formation of investment portfolios, is considered relevant for today's economy, takes into account all the main factors of competition and is aimed at increasing the effectiveness of long-term investment activities.

It is difficult for modern enterprises to carry out their activities without the use of an effective and continuous risk management system. This allows not only to collect and process data on various parameters of the enterprise's activities in market conditions, but also to reduce losses and uncertainties in areas such as sales of finished products and purchase of raw materials, capital construction, borrowing in financial markets, production of technological equipment. At all stages of the

investment activity of the enterprise, the task of managing and controlling the risks of continuous use in the management of risks is laid down.

This can be achieved through the proper use of strategic analysis and modeling tools and principles for effective strategic and investment planning for automotive transport enterprises. The purpose of such modeling is an expression from a detailed calculation of the alternative variants of all investment projects, which can affect the development strategy of the enterprise, its position in the market, its capitalization or the sphere of economic activity.

The essence of strategic modeling, taking into account the analyzed alternative variants of strategic development, implies the creation of dynamic financial models with a wide range of activities of the enterprise in the future. In addition, various investment projects and initiatives are included in the main scenario of enterprise development, which also serve as an effective tool for analyzing the impact of enterprise-investor relations. This approach will help to better understand the prospects for the development of transport enterprises within the framework of planned investment programs, high-risk and large-scale investment projects.

There are several factors to consider when predicting the future activities of any transport enterprise. First, the automotive transport enterprise needs a large amount of investment in order to modernize its content in its existing movement and acquire new ones, which in turn leads to a decrease in profitability, an increase in the cost of transportation, as well as additional costs for the provision of services to bank loans. Secondly, the increase in the price of lubricants and other energy resources leads to a decrease in revenues, slowing the development of new projects and their resumption. Finally, the regulation of tariffs for socially significant transportation increases the risk of the transport services business due to the uncertainty of the future amount of profit.

With the use of project financing tokens, it is possible to accurately reproduce investment risks among various project participants, including its initiator, creditors, the state, suppliers of goods and consumers. Financing investment projects on the basis of multilateral agreements allows to minimize the uncertainty of future cash flows and increase the investment attractiveness of projects.

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