STRATEGIC MANAGEMENT IN INVESTING IN BUSINESSES

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Abstract. This article analyzes the role and importance of strategic management in the process of investing in enterprises. Long-term strategic planning, risk management, effective resource allocation and innovative approaches are considered as important factors in making investment decisions. Also, suggestions and recommendations are given on improving the efficiency of investments through strategic management tools.

Keywords: Investment, strategic management, enterprise, capital investments, risks, planning, efficiency, innovation.

Introduction.

In modern economic conditions, the success of enterprises largely depends on their investment potential and approaches to investment management. In particular, the importance of strategic management is increasing in making investment decisions. This process requires setting long-term goals, rational use of available resources, analysis of external and internal factors, and ensuring competitiveness.

Strategic management is not only the effective management of daily operational activities, but also the process of clearly defining the future development directions of the enterprise. Attracting and effectively directing investments not only brings economic benefits to the enterprise, but also strengthens its position in the market. Therefore, this article provides an in-depth analysis of the main principles, mechanisms, and current problems of strategic management when investing in enterprises.

Investments are crucial for the long-term development, competitiveness, and sustainability of enterprises. Strategic management is an important mechanism for the effective allocation of investments, minimizing risks, and maximizing profits.

Investment strategy development

Definition of goals and objects

Short-term and long-term goals (increasing sales volume, conquering new markets, updating technology).

Investment objects:

- Fixed assets (equipment, buildings, machinery);
- Innovative projects (IT, artificial intelligence, new products);
- Marketing and branding;
- Personnel training.

Market analysis and competitiveness

- SWOT analysis (strengths and weaknesses, opportunities and threats).
- PEST analysis (political, economic, social, technological factors).
- Evaluation of competitors - their investment strategies and market position.

Financial assessment

- NPV (Net Present Value) - Determining the profitability of the project.
- IRR (Internal Rate of Return) - The profitability of the investment.
- ROI (Return on Investment) - How long will it pay for itself.
- Forecasting cash flows.

Basic principles of investment management

- Diversification (Risk spreading)
- Investing in several projects, sectors or assets.
- Asset diversity (stocks, bonds, real assets).

Risk Management

- Risk analysis (operational, financial, market risks).

- Hedging (reducing currency, commodity risks).
- Insurance (compulsory and voluntary insurance).

Monitoring and Control

• KPI (Key Performance Indicators) – Measure the effectiveness of an investment.

• Regular Audit – Check the status of financial statements and projects.

• Accurate financial statements (IFRS or USGAAP standards).

Types of investments in enterprises

Investment type	Features	Advantages	Disadvantages
Direct investments	Equipment, infrastructure, new branches	Equipment, infrastructure, new branches	Requires large capital
Portfolio Investments	Stocks, bonds	Stocks, bonds	High market risk
Innovative Investments	R&D, startups, new technologies	R&D, startups, new technologies	High risk, long term
Social Investments	Training, social projects	Training, social projectsHigh income, control	Slower returns

- **Successful Investment Examples**
- **Tesla – Massive investment in battery technology made them a market leader.**
- **Amazon – Investment in automated warehouses and AI technologies increased sales.**

- **Alibaba – Investment in cloud computing and logistics had a global impact.**
- **Mistakes and Warnings**
- **Insufficient analysis – "Hurried" investments often lead to losses.**
- **Not controlling cash flow – Large debts can lead to liquidity problems.**
- **Ignoring market trends – Falling behind technological innovations.**

Literature analysis and methodology

Analysis of Uzbek literature on the topic shows that scientific and applied research in the field of investments and strategic management has been activated in recent years. In particular, the works of such economists as A. Vahobov, Sh. Tulaganov, Z. Kh. Srojiddinova, D. Nematov cover the issues of managing the investment activities of enterprises, evaluating investment projects and increasing their efficiency.

Methodologically, the following analytical methods were used in the article:

• SWOT analysis - identifying the strengths and weaknesses of the enterprise, assessing external opportunities and threats.

• PEST analysis - identifying the impact of political, economic, social and technological factors on investment decisions.

• Analysis of financial indicators - assessing the profitability, profitability and risk of investment.

• Comparative analysis - comparing the results of strategic management approaches in different enterprises.

Shuningdek, O'zbekiston Respublikasi Investitsiyalar, sanoat va savdo vazirligi statistik ma'lumotlari va amaliy tajribalar asos qilib olindi.

Results and Discussion

Based on the analysis, the following main results were obtained:

A strategic approach increases investment efficiency. Investment decisions made on the basis of strategic planning serve to ensure long-term stability in the enterprise.

1. Risk management mechanisms are poorly developed. In many enterprises, practical mechanisms for preliminary assessment of investment risks and their minimization are not sufficiently formed.

2. Investment decisions are often focused on short-term profit, which limits innovative development.

3. Strategic management approaches in cooperation with foreign investors are relatively stronger. Business planning and monitoring systems are more perfect in projects involving external investments.

4. Personnel qualifications are an important factor. There is a need to train qualified managers and economists for the successful implementation of strategic management.

Conclusion.

Strategic management in investing in enterprises is not only an effective allocation of financial resources, but also an important tool for ensuring overall development and stability. Although a number of positive steps are being taken in this direction in Uzbekistan, there are still problems that need to be resolved. In particular, risk management, long-term planning, investment monitoring and project performance assessment systems need to be further improved.

Therefore, the following proposals can be put forward:

- Making decisions based on in-depth analysis of sectors when developing a strategic investment policy;
- Introducing a strategic management system in enterprises and integrating them with advanced IT tools;
- Developing special methodologies for assessing and minimizing investment risks;
- Paying special attention to training qualified specialists.

Strategic investment management is not just about spending money, but also ensuring long-term economic efficiency. Systematic analysis, diversification, monitoring and flexibility are the keys to success.

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