International Journal of Education, Social Science & Humanities.
Finland Academic Research Science Publishers
ISSN: 2945-4492 (online) | (SJIF) = 8.09 Impact factor
Volume-12| Issue-10| 2024 Published: |22-10-2024|

ASPECTS OF CAPITAL INVESTMENT EFFICIENCY

https://doi.org/10.5281/zenodo.13924435

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Indicators of the efficiency of capital investments are of decisive importance from the point of view of assessing the prospects for the development of an enterprise as a market participant, an independent economic entity

Capital investments are the main type of investment in an enterprise. The prospects for business development will depend on how effectively they are used - both from the point of view of the sustainability of the model being implemented in it, and from the point of view of the prioritization by investors, shareholders, creditors, and partners of the enterprise in the policy of interaction with the company's managers: All of them are interested in ensuring that the enterprise's fixed assets are used as efficiently as possible. [6]

It is a common practice that the list of indicators for assessing capital investments includes three indicators.

Return on investment. The significance of the indicator under consideration from the point of view of analyzing the effectiveness of investments lies in the ability to assess the productivity and manufacturability of fixed assets, as well as to assess labor productivity at the enterprise. The higher the return on investment, the higher the level both of these indicators correspond to. An enterprise can set a standard indicator for profitability. Payback period for capital investments. The significance of the indicator lies in its use when planning investments in production. The shorter the payback period for investments, the faster the company will generate retained earnings, which can be invested in further business development.

As in the case of profitability, the standard payback period for investments is calculated by the company independently (for example, based on the characteristics of the business model being implemented, and also, if required, taking into account industry average indicators).

Specific capital investments. The significance of the indicator is used mainly in assessing the cost of production of goods: the lower the specific capital investments per unit of output, the lower the production costs of the company. In some cases, the considered indicator of the efficiency of capital investments can, along with profitability, also characterize the productivity of labor and equipment at the enterprise. [2]

Indicators of efficiency in the use of material resources.

The next indicator necessary to assess production efficiency is material productivity. Material return characterizes the return of materials, i.e. how many rubles of products are produced from each ruble of material resources consumed.

Material consumption of products is the opposite indicator, i.e. the ratio of the amount of material costs to the cost of manufactured products. Material intensity shows how many material costs are involved in the production of a ruble of products. [3]

However, the indicator of material productivity and its inverse, material intensity, are not able to reflect the efficiency of the use of material resources. A decrease in material productivity and a corresponding increase in material intensity do not necessarily indicate a decrease in the efficiency of use of material resources, which is associated with the influence of structural changes in the volume of production on the level and dynamics of indicators of material productivity and material intensity.

1) In conclusion, it should be noted that enterprise performance indicators should take into account three types of main information flow:

2) information about the quality of the product or service produced, the level of harmony with customer needs, the quality and parameters of the product produced;

3) information about its efficiency, resource intensity and stability of production parameters;

4) information about the level of harmony with customer needs and the likelihood of anticipating its future needs.

Factors and ways to improve enterprise performance indicators

Knowing all types of production factors, as well as being able to identify their impact on production efficiency, is necessary to manage these factors, build schemes for finding and using the necessary reserves and changing the level of indicators. At the moment, there is an extensive set of tools for assessing production efficiency.

This set includes both classic, long-existing economic and financial indicators, as well as new types of economic added value and indicators of balanced systems. With the growth of enterprises, their production and management systems, their managers are faced with the problem of choice - which specific factors, processes and products and how they affect the efficiency of doing business.

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