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## Formation of a Database in The Assessment of Investment Attractiveness of Auto Transport Enterprises

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**ABSTRACT:** in this article highlights of formation of a database in the assessment of investment attractiveness of auto transport enterprises.

**KEYWORDS:** database, assessment, investment, attractiveness, transport enterprises, economy.

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### Introductions

Today, there is no single system that assesses the investment attractiveness of automotive transport enterprises. Therefore, based on the results of the analysis, a three-stage method of diagnosing investment attractiveness of automotive transport Enterprises is proposed. This methodology first of all accurately describes the general condition of the enterprise and provides an opportunity for investors to obtain the necessary information.

At the 1st stage, the necessary database will be created to analyze the activities of the enterprise. As we have already said, in the implementation of any activity, including the need for investment of the enterprise, it is certainly important to have a database in order to know what results it will bring if the investment is made. This database should be understandable to the user, so that at the right time there is an opportunity to obtain the necessary information and help to make decisions.

Based on the above points of view, we define the main goal of the enterprise from the creation of an investment database:

- to ensure that decision making related to investment attraction is scientifically grounded;
- to create an opportunity for employees responsible for investment to obtain the necessary information in a timely manner.

The way of forming the database is of course closely related to the data source. When assessing the investment attractiveness of the enterprise, the formation of the necessary database should be as follows, in the opinion of the author (figure 1.1).

1.1- as can be seen from the picture, data sources form a single system with a continuous connection with each other. Also the flow of data is schematically shown: () - in the correct connection, ()- back in contact.

1.1 – picture the analysis of the database in assessing the investment attractiveness of enterprises transport the vehicle presented in figure transport should serve to fulfill the following basic functions:

- to determine if there is a need for future investment in the enterprise;
- investment planning;
- optimization of costs of implementation of investment projects;
- selection of target areas of investments;
- control of investment projects;
- evaluation of the effectiveness of investments.

At the 2nd stage, based on the collected and processed data, a complex analysis of the overall activity of the enterprise is proposed. These blocks consist of:

1. Staff potential:

- staff qualifications;
- labor productivity;
- lack of personnel landing.

2. Organizational and managerial capacity:

- form of ownership;
- quality of personal management;
- degree of preparation of persones;
- fulfillment of the main goal of the enterprise.

3. Financial position of the enterprise:

- income structure;
- cost structure;
- the growth coefficient of profit;
- financial independence coefficient;
- the level of profitability of transportation;
- comparison of the borrowing rate of debts and creditors;
- debt burden rate;
- tax burden rate;
- structure of debt obligations;
- current liquidity level;
- the level of borrowing on its balance sheet;
- the degree of dependence of the volume of debt on the flow of money.

4. Market potential of the enterprise:

- the level of services provided;
- demand for services rendered;
- market share of the enterprise;

- level of competitiveness.

#### 5. Innovation potential:

- update coefficient of the means of action;
- share of innovation costs;
- innovation profitability;
- savings of innovation.

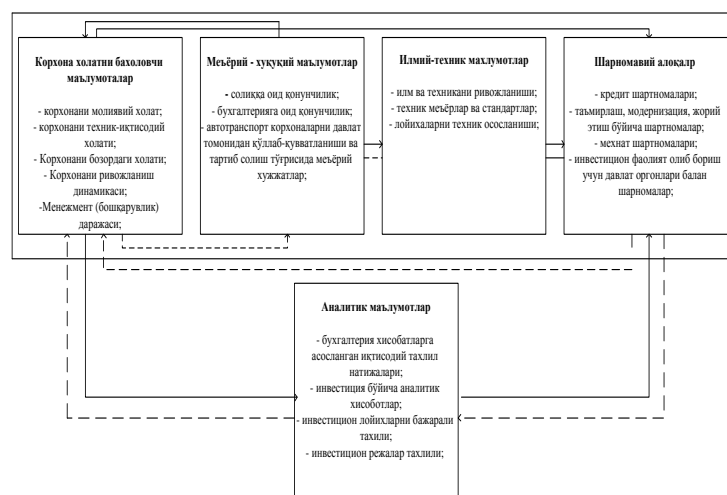
The composition of the listed five blocks can be changed depending on the purpose of the analysis, each of these blocks should be fully answered by the analysis of a particular direction of the activity of the enterprise, the general situation of the enterprise at the moment, what needs to be done to develop the enterprise in the future, the need for investment. In addition, when investment projects are developed, it also provides an opportunity for timely rest on how the project plan is being implemented, if there is a deviation from the plan.

Based on the results of Step 2 in Step 3, the factors affecting the investment attractiveness of the enterprise are determined, the mathematical models of their impact are drawn up. It is known that many factors influence the investment activity of the enterprise. Having compiled a list of the factors that most affect the investment activity of the auto transport enterprise, developing mathematical models, through correlation, the effect of these factors on the final result and financial position of the enterprise's activities is considered. Through it, the questions of whether the motor transport enterprise needs investment, if there is a need, in which direction it should be involved, will be answered.

Summarizing the 3 stage, which evaluates the investment attractiveness of the above-mentioned auto transport enterprises, it is necessary to indicate, first of all, the need to formulate the database, then analyze the data collected, determine the need to invest in the enterprise based on the results obtained, and indicate which directions should be paid attention to in order to conduct investment activities.

When assessing the investment attractiveness of any enterprise, it is necessary to form a database. The database should be based on primary and secondary data. The composition of the primary data includes such data as various network data, data of the state statistics qo'mit, the report of the enterprise made for previous years, which allowed for open publication of various types. The composition of the secondary data includes new data that need to be collected in order to solve the problem posed.

At the second stage, it is analyzed on the basis of the data collected by blocks. In the next block, based on the results of the analysis, the necessary conclusion is drawn.



**1.1 picture. Shaping the database in the evaluation of investment attractiveness of auto transport enterprises (according to data sources)**

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