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## IMPROVING THE ASSESSMENT OF INVESTMENT ATTRACTIVENESS OF ENTERPRISES

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**Abstract.** The study is devoted to improving the assessment of a company's investment attractiveness for solving strategic tasks. The most important factors influencing the investment attractiveness of LLP "RollerCentr" have been identified. Based on a PEST analysis, a set of factors determining the strategic priorities and key success factors of the enterprise has been defined.

**Key words:** investment attractiveness, strategy, Kazakhstan, PEST analysis, enterprise

### Introduction.

The relevance of this study and the necessity of an in-depth examination of the issues under consideration are driven by the desire of industrial enterprises in Kazakhstan, operating under tense geopolitical conditions, to strengthen their leadership positions in the industry market, diversify their income streams, and reduce dependence on foreign political and economic circumstances.

A preliminary analysis conducted by the author of the operations of LLP "RollerCentr", which specializes in the distribution of a wide range of industrial bearings and special equipment for generators across Kazakhstan and neighboring countries, has made it possible to identify its key competencies: implementation of digital solutions, improvement of human resource management systems, and continuous market monitoring.

The objective of this study is to assess the investment attractiveness of LLP "RollerCentr" in order to identify key areas for future development.

**Results Obtained** An analysis of the economic condition of LLP "RollerCentr" showed that during 2022–2024, the company demonstrated a high growth rate in revenue and net profit, while simultaneously reducing production costs. This was facilitated by a cost-reduction strategy.



To assess investment attractiveness, a comprehensive analysis was conducted, identifying factors that take into account both quantitative and qualitative aspects of market trends and risks in the bearing industry in Kazakhstan and the surrounding region (Table 1).

**Table 1. Factors influencing the investment attractiveness of LLP "RollerCentr"**

Increasing investment attractiveness	With lowering investment attractiveness
Industrial potential of the Karaganda region – a major industrial center of Kazakhstan with developed mining, metallurgy and engineering industries (the main consumers of bearings), which ensures stable demand. The development of the Special Economic Zone "Saryarka" helps to attract new industries and increase demand for bearings	High competition in the bearings market, both from local and foreign suppliers, requiring consideration of competitors' pricing policies and their market share
With a strategic and advantageous geographical location region. Developed transport infrastructure provides logistics and access to markets	Dependence of business on imports, exchange rate fluctuations and external factors, which actualizes attention to diversification and suppliers
Potential for market growth given the development of industry and infrastructure in the region, demand for bearings is expected to grow, with the possibility of expanding the range and entering new sales markets	Instability of the economic situation in the country and region negatively impacts demand and requires taking into account risks associated with economic cycles.

As follows from the presented data, the assessment of investment attractiveness is largely determined by internal and external factors influencing the enterprise. This is evidenced by the PEST analysis (Table 2).

In order to identify the main development points of LLP "RollerCentr" that have the greatest influence on investor perception, the company's key success factors were analyzed. This will make it possible to determine the development drivers that can improve the company's competitive position in the future (Table 3).

**Table 2. PEST Analysis of LLP "RollerCentr"**

Factors	Positive	Negative
Political	The company's goals correspond to the strategy of the Republic of Kazakhstan, the stable political course of the state, the development of partnerships with other countries expands the company's position in the industry markets of partner countries.	Complex tax system, geopolitical risks
Economic	Relatively stable inflation rate, growth of investment activity of the state. Strategic focus on innovative business development in Kazakhstan and the region	High level of taxes, and changes in exchange rates, low solvency of the population; high tariffs on all types of transport and transportation; high depreciation equipment; at the aging production resources.
Social	Interest of the population in a stable supplier. Preferences of the end consumer of products	The need to comply with environmental legislation
Technological	State support for enterprises mastering digital technologies; Innovative development of the state	Acceleration of the pace of renewal of the material base and production

Source: Developed by the authors based on [1]

**Table 3. Key Success Factors**

Factors	Meaning
Applied technologies	Implementation of innovations and analytical tools, digitalization of key business processes
	Formation of a strategy for innovative development
Trading activities	Intensity of use of the main capital
	Development of sales points
	Qualified personnel
	Quality of services ( products )
	Reducing costs
Marketing policy	High level of personnel qualification
	Differentiated range of services
	Growing sales culture
	Availability of a system of discounts and bonuses
Personnel professionalism	Ability to master new technologies
	Level of mastery of the technologies used
Management and controlling	Corporate Human Resources Management Strategy
	Effective system of internal communications
	Compliance with the principles of transparency and accountability
	Motivational strategy of personnel management
Other activities	High level of consumer trust
	Image of a financially stable enterprise
	Participation in social and charitable events

Source: Developed by the authors based on [2,3]



The data indicate that the company possesses a significant set of factors that can enhance its business reputation as a stable partner and responsible employer. The development strategy of LLP "RollerCentr" is aimed at balancing all areas of activity across key development zones: technological leadership, sustainable growth, business planning, and corporate governance.

### **Conclusion.**

For industrial enterprises in Kazakhstan to choose an effective development strategy, it is essential to focus on identifying drivers of long-term value, which will strengthen competitive advantages and leadership positioning. Emphasis should be placed on digital transformation as a crucial component of industrial development and investment attractiveness. Innovation capacity across all areas of the enterprise's operations is emerging as a top priority, forming the foundation for developing strategies to mitigate risks and respond to uncertainty.

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