



FORMATION OF PROJECTS AND FINDING INVESTORS

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Abstract: *In today's fast-paced business world, the formation of projects and finding investors are crucial steps towards success. Whether you are an entrepreneur or part of a large corporation, the ability to effectively initiate projects and secure financial support is paramount for growth and sustainability. In this article, we will explore key strategies and considerations for project formation and attracting potential investors.*

Keywords: *Investment, investment activity, investment environment, investment attractiveness, tax, tax deduction, investment project, income*

Introduction: The investment cycle is the period between the beginning of the implementation of the project and its termination. Stages of the investment cycle: investment received, investment and production (exploitation) stages. The content, purpose and objectives of each stage of the investment cycle.

Scheme of the project stage received investment. Scheme of the investment phase of the project. Project-estimate documentation and its composition. Determination of the value of the initial assessment of the project. Initial or factor assessment of the project in the development of the technical and economic framework of the project.

A probabilistic assessment for the preparation of a financing plan, preparation for selection sales and a final assessment for their implementation (at the stage of signing contracts).

The period between the implementation of the project and its completion is called the investment process. The investment process can be divided into 4 phases (phases) and each has its own goals and objectives:



Pre-investment phase. The period from the initial research on the investment project, until the decision to implement it was made.

Investment phase. Design contract to sign contracts and carry out construction installation work to carry out construction and installation work on the basis of contract.

Production phase. Organization of business activities of the enterprise.

The pre-investment and investment stage refers to investment design, and the production stage refers to the rules of special organizational procedures (Organization of production and Labor, planning, financing, analysis, management, etc.).

Liquidation phase.

The development and implementation of investment projects that are subject to industry can be presented as a process consisting of the Three steps mentioned above. Each of them must embody activities such as consulting, designing, manufacturing.

Stages of the project cycle are important in the development of investment projects. The concept of " project cycle " includes various stages of project development and implementation. The initial and completion periods of the project cycle include periods from the idea to its material value.

When developing any investment project, that is, from the emergence of investment ideas, until its implementation involves three different phases: investment received, investment and exploitation (or production). The above 3 phases make up the investment project – life cycle. (project lifetime).

The main stage in the development of an investment project is the pre-investment phase. In this phase, the project is developed, its capabilities are studied, preliminary technical and economic research-observations are carried out, potension is negotiated with the investor and other participants in the project, suppliers of raw materials and equipment are selected.

If it is envisaged to attract a loan to an investment project, then in this phase, agreements are concluded on obtaining a loan; the investment project is legally formalized;



the preparation of documents, the drawing up of contracts and the registration of the enterprise is carried out.

The possibilities of the future design object in the acquired phase of the investment of the project are studied. In this life-stage cycle of the project, the basis is laid for its life-appropriate ability and attractiveness. The phase of the investment received is obliged to give a complete characteristic of the project.

In some cases, it is very difficult to determine the duration of this life cycle stage of an investment project. Investment projects TIA involves a process from the emergence of an idea to its transformation into materiality, and this process consists of three stages, divided into the investment pre-stage (initial stage), investment and exploitation stages.

At the initial stage, the TIA of the investment project is developed, financial and economic assessment of it is carried out, opportunities for the implementation of the investment are analyzed, and the financial condition of the enterprise carrying out the project is assessed. Then capital investments and investments are made, contracts are concluded, construction work is carried out on the project, equipment is purchased and preparation work is carried out for production.

At the final stage of project financing, the project capacity will be launched and the product (work, service) will be produced. Tia work is carried out at the stage of the investment took and it is the most basic stage. TIA should be tied to existing production factors, local market and production conditions. The results of the analysis should clearly show the part of expenses, income and net profit. The development of the Tia should be carried out only when it is known that the necessary financial resources determined by the research are at sufficient levels.

The concept of TIA is interpreted differently by economists-scientists. In our opinion, first of all, it is necessary to understand the concept of "project justification". In a broad sense, project justification is characterized by the analysis and evaluation of five main aspects: technical; institutional; financial; economic and social.



Technical justification of a project an acceptable decision made from a technical point of view may not be economically acceptable. This is due to the fact that different technical decisions will have different costs and effects along with themselves, and only after they are compared Can it be said which decision is optimal.

Let's consider several aspects of technical decisions that must be taken into account in the project development process:

- is technology-technology scientifically based and put into practice? Is the technique ready to apply this technology?

- the costs that arise from time to time-whether the costs that arise from time to time on the project are taken into account, for example, the technique and the state of its operation;

- environmental impact-what is the level of harm that the technique being used in the project will cause to the environment

TIA is a set of accounting and analytical documents that contain initial data, as well as basic technical and organizational decisions, estimates, assessments and other indicators that allow you to see the effectiveness and feasibility of the project. Tia can be expressed as a feasibility study conducted on the purpose of the project.

Conclusion

Formation of projects and finding investors are integral steps in today's business landscape. Through clear vision, effective team collaboration, and optimal resource allocation, project formation can set the stage for success. Meanwhile, a strategic approach to finding investors, including market research, networking, and compelling pitching, can attract the financial support necessary for project execution. By following these strategies, businesses and entrepreneurs can maximize their chances of securing the resources needed to turn their projects into thriving ventures.

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