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## STRATEGIC ASPECTS OF INVESTMENT MANAGEMENT OF THE ORGANIZATION

Management of investment activities of the organization is a set of strategic management measures that maximize the efficiency of the organization.

Strategy-oriented and effective management is the key to successful investment and stable growth of any company, organization or entity [1].

The fact is that many companies don't implement effective investment activities. Most organizations invest only to support their current activities and achieve company's strategic goals. The matter is that there is a lack of understanding of investment management and companies don't calculate investment efficiency [2].

After the start of the pandemic, many companies went remote and, consequently, the supply chain was disrupted. As a result, the mentioned event has forced companies to invest in the organization of remote work. Companies began to reorganize their investments by reducing staff and refusing to rent offices.

The company under study is sole proprietorship and was established in December 2019. The company is engaged in distributive trade of chemicals in Ukraine. The business paradigm of the company under study can be described as follows:

1. Sales representatives go to the outlets and collect orders, then they send these orders to the storekeeper.
2. The storekeeper collects orders in the warehouse and then calls the freight forwarders and loads the car.
3. The next day forwarders deliver the goods to outlets and receive money for the goods. Financial aspects are controlled by the director.

From December 2019 to April 2020 the company employed 7 employees and had the organizational structure as follows: a director, an accountant, a storekeeper, 2 sales representatives and 2 forwarders.

In March 2020 the organization planned to invest money in the amount of UAH 430,000 for an additional car for their Sales representative.

After the start of quarantine in March 2020, the organization under study refused the plan to purchase a car. There were 2 options. The first option was to work as before and let the reserve money cover losses. The second option was to reorganize the company under study. In this regard, it was necessary to find a strategic and effective option.

The first option while maintaining this structure could result in financial losses of UAH 30,000 per month.

In the second option, the approach to work had to be changed and one of the sales representatives had to be fired and the freight forwarders had to be transferred to a part-time job.

The business paradigm of the company under study can be described as follows:

1. The sales representative and the director use social media platforms to collect orders, then they pass these orders to the storekeeper.
2. The storekeeper collects orders in the warehouse and then he calls the freight forwarder and loads the car.
3. Freight forwarders have a three-day working week. The next day the forwarder delivers the goods to outlets and receives money for the goods. Financial aspects are controlled by the director as usual.

From May 2020 to December 2020 the company employed 6 employees and had the modified organizational structure as follows: a director, an accountant, a storekeeper, a sales representative and 2 forwarders.

This strategic option has increased sales efficiency by 5%. In July it became possible to sign a contract with a new supplier of goods and invest UAH 300,000 in a new product.

During the period May-July 2020 the company under study got the average profit of UAH 23,000 per month. And in the period from August to December 2020 the averaged profit was UAH 48,000 per month.

Thus, we can conclude about how it is important to take correct and efficient strategic decisions and adapt quickly to changes in the world through the timely investment of money in the most efficient way.

### References

1. Nikitina, A. V., Shersheniuk, O., Kyrchata, I., Popkova, K., & Khrystoforova, O. (2020). MANAGEMENT OF INVESTMENT PROJECTS AS AN IMPORTANT COMPONENT OF ENTERPRISE MANAGEMENT IN THE GLOBAL SPACE. *Financial and Credit Activity: Problems of Theory and Practice*, 2(33), 473–481. <https://doi.org/10.18371/fcaptop.v2i33.207210>.
2. Dirk Schoenmaker & Willem Schramade (2019) Investing for long-term value creation, *Journal of Sustainable Finance & Investment*, 9:4, 356-377, DOI: [10.1080/20430795.2019.1625012](https://doi.org/10.1080/20430795.2019.1625012).