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THE ROLE OF THE FINANCIAL MARKET IN ATTRACTING INVESTMENT

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The evolution of world business shows that capitalist movements have accelerated in economic trends over the years. As a result, the concepts of investment, diversification, shares, dividends have entered the business environment. A business culture is one in which there is mutual mobilization of equity, in which there are many rules of the game, expected risks, and market competition. If we look at the economic performance of developed countries, it falls at the expense of large companies. We may have a question, how can 4/1 of the world belong to big companies. The answer is simple, in the proper management of business culture, in the worldview. In business, the most important thing is not always to make a profit, but also to fight for the company's own brand. Today, modern marketing methods are widely used to enter the market, which serves as a mechanism for business development and finding a position in the market. In the analysis of our article, you will see that the annual capitalization of the largest companies is very high, even much higher than the GDP of some developing countries. This, in turn, has a positive impact on the social health of the country.

The issue of increasing business efficiency (profitability) is one of the most important issues in today's economic environment. Increasing business efficiency, in turn, will play an important role in ensuring the financial stability of the state, as well as gaining a strong foothold in the global market in the face of fierce competition. Attracting cheap capital and efficient placement of capital on the other hand is one of the important factors. The mechanism of functioning of the financial market will help to solve both tasks in a positive way. It is the financial market that is the main driving force of the economy puts [1].

The methods of logical thinking, induction and deduction, systematic analysis, statistical analysis were widely used in the research process. Scientific proposals and practical recommendations for improving the

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processes related to the role of foreign investment in ensuring the competitiveness of enterprises through the methods of induction and deduction, systematic analysis have been formed.

Capital market participants, investors and intermediaries can be distinguished as participants of the financial market. In this case, the obvious borrowers are essentially borrowers. Investors place their capital through intermediaries (Figure 1).

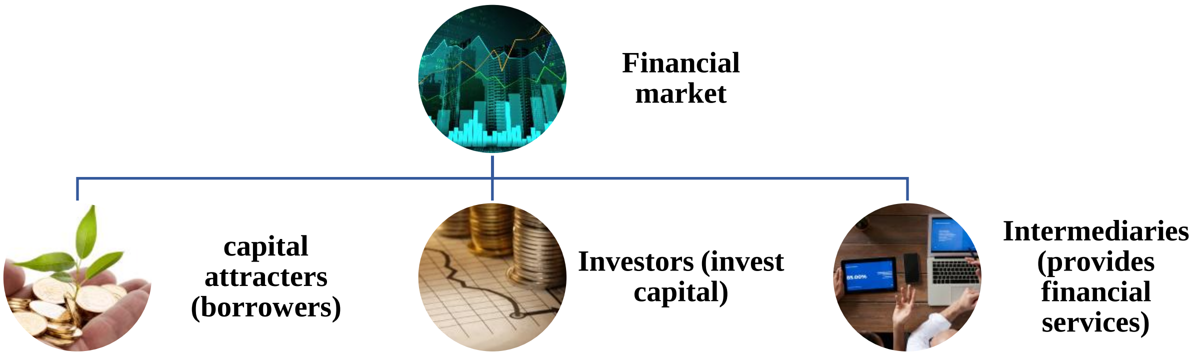

Figure 1. The three largest segments of financial market participants [2]

In the picture above we can see the professional participant in the financial market. In it, investors - invest capital in the market and expect it to grow, studied market risk before investing. Capital borrowers can be banks, private enterprises, which develop their business in part due to debt. Financial service providers are institutional investors who benefit from managing your investments [3].

Just as any market has its own segments, a financial market has its own set of components. The structure of a financial market is usually divided according to the assets in circulation (Figure 2).

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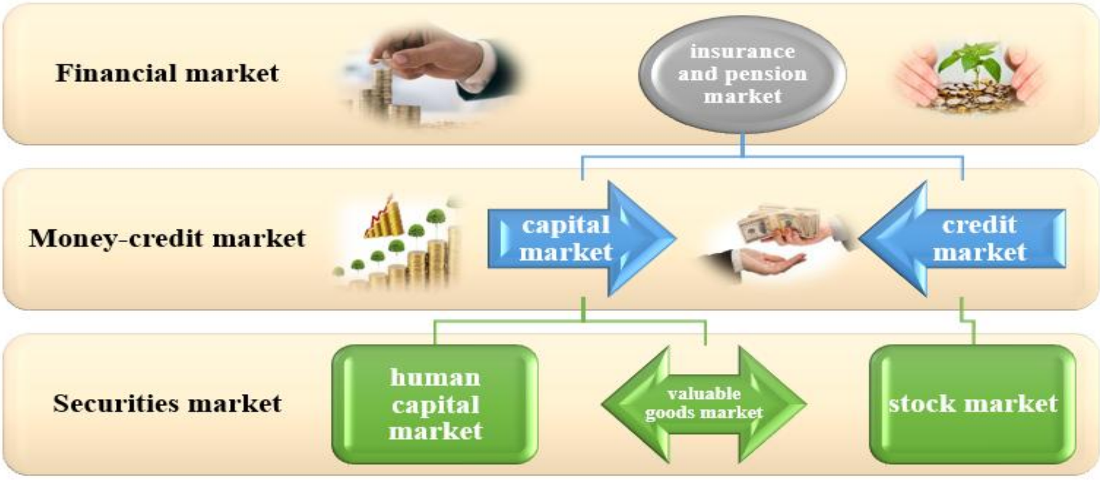

Figure 2. Extended structure of the financial market [2]

For each market listed in the financial market, we will focus on the following topics separately. According to the period of circulation of instruments, the financial market is divided into money market and capital market. In the money market, cash, short-term means of payment, short-term savings of up to one year are organized. In the capital market, there is a "long money" circulation, in which stocks and bonds are mainly used. The term of treatment is more than a year. The main difference of the capital market from the money market is explained by the use of long-term investments.

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