MINISTRY OF EDUCATION OF THE REPUBLIC OF BELARUS

STATE EDUCATIONAL INSTITUTION
"SCHOOL OF BUSINESS OF BELARUSIAN STATE UNIVERSITY"

Chair of Innovative Management

Zhao Xueming

RESEARCH OF AN INVESTMENT PROJECT FOR THE USE OF DRONES FOR PLANT PROTECTION

Master`s thesis

specialty 1-26 80 04 "Management"

(profile "Financial Management")

Supervisor:
Michael Bobov

Admitted to Master's thesis defense on
"___" _____ 2021
Head of Chair
of Innovative Management
Ph.D., Associate professor
_____ Alena A. Poddubskaya

Minsk, 2021

GENERAL CHARACTERISTICS OF THE WORK

Master's thesis: 69p., 12 figures, 15 tables, 27 sources, 2 app.

Key words ： INVESTMENT, PLAN, FORECAST, STRATEGY ， MARKET ANAYSIS，RISK MANAGEMENT

The aim of the study is to analyze the value of market investment for investors in the plant protection drone industry.

In order to achieve the above stated goal, the following objectives have been developed:

Analyze and formulate the characteristics of the market and the development of the future market scale, and use the five-force competition model to analyze;

Develop specific marketing, strategic management, investment management, and risk management analysis for investment in plant protection drones.

Object of the research: Plant protection drones, as an important way of smart agriculture in the future, to improve crop production efficiency.

Subject of the research: Plant protection drone investment analysis, as a potential market size, is a rare blue ocean market.

Research methods: comparative analysis, groupings, expert assessments, graphic method.

Realm of the possible practical application: including plant growth monitoring, yield forecasting, nutrition diagnosing, pests and diseases detection and field management.

The author of the paper confirms that the computational and analytical material provided in the thesis reflects the state of the process under investigation correctly and objectively, and all theoretical, methodological and methodical provisions and concepts are referenced to their authors.