

MINISTRY OF EDUCATION OF THE REPUBLIC OF BELARUS
STATE EDUCATIONAL INSTITUTION
"SCHOOL OF BUSINESS OF BELARUSIAN STATE UNIVERSITY"

Chair of Financial Management

Cui Tong

**INVESTMENT VALUE ANALYSIS IN CONTEMPORARY RETAIL
INDUSTRY**

Master`s thesis

specialty 1-26 80 04 "Management"
(profile "Financial Management")

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GENERAL CHARACTERISTICS OF THE WORK

Master's thesis on the topic: INVESTMENT VALUE ANALYSIS IN CONTEMPORARY RETAIL INDUSTRY: 72 pages, 4 figures, 24 tables, 1 appendix

Keywords: INVESTMENT, INVESTMENT VALUE, ANALYSIS OF INVESTMENT VALUE, CONTEMPORARY RETAIL, STRATEGY, CAPITAL, ASSESSED VALUE, APPROACHES, INVESTMENT POLICY, METHODS.

The aim of the study is to develop a new approach to investment value analysis for online retail industry in China. In order to achieve the above stated goal, the following tasks are set: To characterize the concept, the essence and methodological approaches to assessing investment value; To apply different approaches to analyze investment value of ShuangHuiyan; Propose a new method of investment value analysis for Shuanghuyang.

Object of the research: the shoes store ShuangHuiyan.

Subject of the research: investment value analysis methods.

Research methods: comparative analysis, graphic, statistical.

Realm of the possible practical application: The proposed investment value analysis method can be applied to other suitable enterprises in modern retail industry.

It is hereby confirmed that the calculation and analysis materials presented herein accurately and objectively reflect the state of the process under investigation, and that all theories, methods, and method provisions and concepts are for reference.