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The market value of the business as the factor of investment safety of the food industry enterprises

This study made it possible to improve the combined approach of assessing the market value of the business of the recipient that includes the discounted cash flow model and model building market value of financial flows that are based on the income approach and streaming. Using the income approach enables the investor and the recipient to calculate the minimum market value of the enterprise, and streaming approach - to predict the market value of the recipient's business in the future.

Based on a combined approach the algorithm of the methodology of assessing the market value of the business of the recipient, which is calculated according to the retrospective, current and forecast data of the complex index of its market value, necessary for calculating the level of investment security of the recipient, which is the necessary information for decision-making by the investor for the implementation of investment flows a potential investment.

Key words. *Investments, streaming approach, the recipient, the investor, the market value.*