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INSTRUMENTAL SUPPORT FOR DIGITALIZATION OF BUSINESS PLANNING IN INDUSTRY

Issues of creating business plans in the context of the digital economy are considered. Modern business plans are verbal models of an investment project with fragments of Analytics. Insufficient formalization of business planning complicates not only the process of creating a business plan, but also creates certain difficulties for potential investors to understand and analyze it. Digitalization of business planning not only eliminates these shortcomings, but also allows you to implement artificial intelligence methods in this area, complementing and expanding existing analysis methods. Digitalization of business planning is carried out on the basis of a system-object approach.

Keywords: system-object approach, financing systems, digital models, graph-analytical models, simulation models.

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(Internal Rate of Return, IRR),

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[3].

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