

A STUDY ON ENTREPRENEURIAL DECISIONS RELATING TO INVESTMENT IN SUGAR INDUSTRY

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ABSTRACT

This paper focuses attention on specific aspects of entrepreneurial decisions relating to investment, both in the total fixed investments and plant & machinery (separately). Demand and financial factors, internal and external, are considered in the investment analysis. Finally the influence of determinants of fixed investment and investment plans are examined in Sugar and Breweries industry in India.

KEYWORDS: Determinants; Fixed Assets; Investment; Multiple Regression; Sugar and Breweries Industry