

# DECIZII DE INVESTIȚII ÎN SISTEMUL FIRMELOR DE DISTRIBUȚIE DE MĂRFURI ÎN CONDIȚII DE RISC ȘI INCERTITUDINE

## INVESTMENT DECISIONS IN GOODS DISTRIBUTION COMPANIES' SYSTEM UNDER RISK AND UNCERTAINTY CONDITIONS

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**Abstract:** Managers of successful distribution companies are the ones that have their decisions under control, being in their power to reduce decisions' risk up to a level where this is acceptable. Some errors' risk at the investments decisional process level, during periods of economic fracture, is for the organization to collapse and won't re-enter again. The risk drifts from the managers' incapacity to know the future and is distinguished when the possible results of some actions present a pretty significant uncertainty degree. In the paper it is analyzed the investments' decisional process, inside the goods distribution, under risk and uncertainty conditions, according to the specific of these organizations. In a period of economic uncertainty, where the problem's dates change from one day to another, the undertaker's flexibility – generally, manager, as his possibility to move easily between scenarios is becoming essentially.

**Keywords:** decision, alternative investments, risk, investment decision, distribution