

## FEATURES OF ENTREPRENEURSHIP IN THE FIELD OF HOUSEHOLD SERVICES

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**ABSTRACT:** Today, the range of business activities of small enterprises consists of various types of activities, but the service sector is the main one in their development, from which the service sector should be distinguished. Service services provide convenience to the population, save their free time and largely determine the conditions, quality and standard of living of the population. Based on this, this article covers the views on providing household services, establishing entrepreneurship in it, and the network structure of the household services sector.

**KEYWORDS:** Service, entrepreneurship, domestic service, production, non-production, business environment.

### INTRODUCTION

Service activity means a type of activity aimed at satisfying the needs of the client by providing services required by organizations and the population. In a broader sense, according to the author, the meaning of this term can be revealed within the concept of the service industry, which is a combination of various sectors of the economy and types of commercial activities aimed at satisfying the needs of customers.

A small business in the service sector can be represented by two areas of activity that determine its role in the process of reproduction. The specific characteristics of business activity in the field of household services are determined by the uniqueness of the service provision process, as well as the fact that the majority of industrial enterprises are small enterprises. In order to understand the specific features of the activities of small enterprises in the field of everyday life, it is important to consider the interpretation of the term "household service sector" itself, as well as to determine the characteristics, functions and factors that contribute to its formation.

### LITERATURE ANALYSIS

F. G. Pankratov and N. F. According to Soldatova, the field of household service includes "meeting personal needs arising from family-household relations, household chores" [1].

O. B. Morgutsel defines the household service sector as the organized activity of economic entities related to the provision of household services, where he states that "household service is a type of activity of business entities aimed at satisfying a certain household need of an individual customer" [2].

Summarizing the opinions of scientists, it can be noted that each of them emphasizes its important feature - an individual approach to meeting the needs of consumers in the process of receiving household services. Based on this, we can conclude that the household service sector is the organizational activity of household service enterprises within the framework of a differentiated approach to each of them. It should be noted that from a legal point of view, the field of household services "is the activity of legal entities, regardless of their organizational and legal form, as well as citizen-entrepreneurs engaged in the provision of household services (execution of work). In our opinion, the specific features identified in this interpretation - in obtaining household services an individual approach to the consumer is not defined, which is especially important in the current conditions of the formation of the business environment.

The attractiveness of the field of everyday life is also related to its high level of social orientation, which is manifested in solving problems related to meeting daily or occasional household needs of a person [3]. At the scale of development of social production, this service sector is a socio-economic indicator describing the living conditions and quality of the population.

The main part. The whole process of providing services includes various forms of its implementation in workshops, organizations, at home, etc. Sometimes an exception may be a collection point where only the first stage of service is provided.

There are two main characteristics of the classification: the nature of the service production process (industry, non-production) and the object of service consumption (restoration of the consumer properties of the product, providing services to the person, creating new consumer values). cannot be entered. This is related to the complexity of household services - this feature is manifested in the process of providing it.

The complexity of household service can be understood as its belonging to a set of types of classification groups and subgroups of the field of household services, which reflect the essential nature of this type of activity. For example, a type of household service, such as shoe repair, can be provided simultaneously in the group "production services" and in the group "according to the object of consumption of household services" (in the subgroup "restoration of consumption value"), as well as in the group of services "according to the form of ownership": It is possible to include communal, community, private and others. From the author's point of view, constantly improving customer service, the complexity of household services in the context of the emergence of new types and forms of customer service, as well as the simultaneous implementation of main and auxiliary activities by a business entity.

In this regard, the formation of this property of household service can be as follows: it is a set of auxiliary services that make up the system of service offers in the implementation of the main activity that defines the profile of the household service enterprise. In the presented definition, it is a system of service offers (supporting services) that improves the quality of the main activity

and, as a result, the level of competitiveness of the organization. In addition, the complexity of household services is reflected in:

- the payment method for receiving the profile service can be made: before or after its provision, for cash or non-cash payments;
- deadlines may include: the time standard adopted by this organization for the provision of services or the urgency of providing services with the participation of the client or the conditions for reducing the main time of its implementation;
- at the place of provision, this service can be provided at the workshop, at home, at the collection point (if it is located on the territory of the service provider);
- the form of service is considered from the point of view of receiving and issuing the order: in the first case, by phone, by e-mail or directly at the time of the customer's request, and in the second - "pick-up of a ready-made order" or "home delivery".

This view of the complexity of the concept of household service means its versatility, reflects the uniqueness of modern service, where the service becomes the object of application in determining a more perfect and competitive level of work with the client. At the same time, the complexity of household services does not take into account the existing classifications of the types of services in this field of activity, which in turn affects the objective assessment of the development of the household services sector.

In addition, emphasizing the specific characteristics of small business in the field of everyday life, it is important to consider the conditions for its development, that is, the provision of resources that are objectively necessary for creating a strong and competitive business environment. The current situation shows that the provision of resources to the service sector, including the sphere of everyday life, is not complete and is characterized by an inability to meet the needs arising from the specific characteristics of the sphere of activity. In general, the problems of developing small enterprises in the field of household services are as follows:

- in the absence of existing production and office buildings that meet the model rules and regulations for the placement of household service enterprises;
- high rent determined by the owners of buildings;
- many administrative obstacles related to registration, purchase of communal areas, certification of services, licensing of activities, lease of buildings, payment of insurance premiums, etc.;
- uncertainty of functions in the field of development and creation of a modern system of household services;
- trends of disparity in the formation and development of the internal network structure of the household service industry in connection with the rapid change of consumer ideology;
- forces small business entities to hide;
- low quality of services provided due to outdated equipment, low qualification of employees, development of unhealthy competition, etc.;

- decrease in the reputation of network public organizations in front of representatives of the business sector;
- the problem of finding and attracting long-term investments, difficulties in providing credit resources, the underdevelopment of the leasing system, the complex system of obtaining loans;
- competition manifested in the increase in the share of household service enterprises that provide personal service without providing any reporting documents, as well as in the distribution of counterfeit products, which leads to a decrease in the business reputation of entrepreneurs;
- uneven distribution of utility service enterprises, which is manifested in the discrepancy between the range of services provided and the needs of residents;
- lack of qualified personnel in the field of household services, because some professions die not due to lack of demand, but due to the departure of personnel to other sectors and the cessation of their training in special educational institutions;
- insufficient development of infrastructure facilities, in particular, technology parks, business incubators, training and information centers, etc.;
- low awareness of household service enterprises, including services provided at preferential prices.

## CONCLUSION

Thus, many unsolved problems have been accumulated in the activity of small enterprises in the field of household services, most of which are explained by the limitation of the existing database, including the need to develop consumer infrastructure .

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