

FACTORS LIMITING THE DEVELOPMENT OF THE SMALL BUSINESS SECTOR

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ABSTRACT: This article discusses the factors limiting the development of the small business sector and their results.

KEYWORDS: Small business, entrepreneur, business environment, income, limiting factors.

INTRODUCTION

A meaningful explanation of the reasons for regulation by the state is related to the recognition that the centrifugal forces in the form of cooperation as well as the centrifugal forces in the form of competition should act in the economy, and the state should make its contribution. It is necessary to form and successfully operate these forces, to maintain their production balance by creating a system that corresponds to reality, and to regulate business activities.

A fundamental revision of the distorted ideas about the reasons for state regulation involves reformatting the research views based on the value-rational nature of the behavior of entrepreneurs. At the same time, it allows to develop a systematic and integrated vision of the role of the state as a single economic entity acting as an active organizer and coordinator of various subsystems of the business environment, regulatory, economic, institutional, economic and business environment.

THE MAIN FINDINGS AND RESULTS

The state has a special place as an organizer in the process of interaction with small businesses. Having an impact on the formation of the business environment of small businesses, it plays a systematic and regulatory role and should help to develop the most promising directions of business activity, to develop a set of measures that help small businesses to adapt to changing conditions.

Table 1.

Factors limiting the development of the small business sector in the country's economy

Factors	The result of the factors
High risk; increase sensitivity to changes in business conditions	- highly unstable market position of small enterprises; - significant variability of small enterprises.
Difficulties in attracting additional funds and obtaining loans	- low opportunity in financial markets compared to small business; - limiting the size of the enterprise to the size of its own capital, using venture capital.
A high share of personal financial resources	- financial independence; - decreased efficiency and slower business growth
The level of self-organization of small enterprises to protect their interests is low	- dependence on large companies; - monopoly at the local level
Access to real estate is limited	- losing to large and old firms in terms of property availability
Difficulties in obtaining the necessary information	- wrong management decisions
Uncertainty and caution of economic partners	- Difficulties in negotiating contracts
Lack of qualified personnel	- personnel problems; - a high share of personnel costs and related allocations in current costs

It is known that the goal of our research is to develop the criteria for the use of innovations in the sustainable development of small business and to think about the elimination of existing problems in the future. For this, it is necessary to take into account the indicators of its use of innovations. In fact, the implementation of innovations creates a great opportunity to improve the quality of products and services, as well as to increase the income of small business entities. However, this process is characterized by its complexity.

CONCLUSION

We consider it important to pay attention to indicators that determine the overall situation of existing problems and opportunities during the study and analysis of the practical situation of the development of small business and private business entities. At the moment, we consider it necessary to implement the following measures in the development of small business and private entrepreneurship:

- in-depth study of the current market situation for the purchase and introduction of foreign equipment and modern innovative technologies to small businesses and private enterprises;
- State assistance in increasing the environment of mutual competitiveness between small business and private business entities;

improving the exchange of information about internal and external market opportunities by small business and private business entities .

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