

## SUMMARY

**The Subject Matter of the Graduation Thesis:** Electronic trading platforms as small businesses' development tool (as exemplified by «Irbis» Ltd.).

**The Author of the Graduation Thesis:** Khaleeva Alina Alexandrovna, the 4<sup>th</sup> year student of Higher School of Political Administration and Innovative Management.

**The Supervisor of the Graduation Thesis:** the Candidate of Sociological Science, Associate Professor of the Department of Economics, Management and Finance N.V. Demina.

**The Information about the Contracting Authority:** «Irbis» Ltd. (Pyatigorsk, Russia).

**The Topicality of the Research:** The E-commerce development is indissolubly tied to the improvement of means of communication and the desire of small enterprises to use this tool in their business activity. However, ten years ago the idea of carrying out procurement activities through the Internet was completely new and unusual. Businesses had difficulty in attracting new customers and explaining the convenience and profitability of its use. Everything has changed dramatically and it has become impossible to come up without e-commerce nowadays. E-commerce is probable to become the only way to make procurements within a coming decade. This fact justifies the urgent character of the declared research.

**Objectives of the Research:** comprehensive analysis of some theoretical and practical aspects of working with electronic trading platforms and making recommendations for its improvement.

**The Tasks of the Research:**

- to reveal the concept, subject matter and types of electronic trading platforms;
- to consider different types of electronic procurement procedures and workplace policies compatible with electronic trading platforms;

- to give a concept description of «Irbis» Ltd. and carry out an analysis of the core aspects of its work;
- to carry out an analysis of electronic trading platforms «Irbis» Ltd. does business with;
- to consider the completion of the procedure of «Irbis» Ltd. participation in the federal and commercial ETP;
- to offer the basic guidelines of improving «Irbis» Ltd. business activities in the context of the effective E-commerce tools usage.

**The Theoretical Significance of the Research** in the enlargement of the scientific notions about the electronic trading platforms, specific procedures they provide and activities performed through the on-line auction system. **The practical significance** lies in the applying of the proposed recommendations for the enterprise performance improvement based on the effective use of E-trading participation-procedure tools to «Irbis» Ltd. business activities and activities of other enterprises of different ownership forms.

#### **The Findings of the Research:**

Electronic trading platform (ETP) is an internet portal that enables to perform different on-line electronic trading operations of buying and selling goods and services, and to incorporate suppliers and consumers of various goods and services within the single information and retail space.

#### **Recommendations:**

- to focus most of the customers to the partial-prepayment system and use the bank guarantee provision services in cases when the security amount exceeds 30 thousand rubles;
- to implement the principles of strategic management, especially with regard to the analysis of external and internal environment of the organization;
- to amend the range of products and increase the range of services;
- to establish the post of an E-commerce manager.