

SUMMARY

Subject matter of the dissertation: The development of small business in crisis

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Customer organization: LLC “ Alternative”

Topicality of the research:

Small business plays an important role in the modern economy. Small business to respond quickly to the changing demands of the consumer market, it attracts employees and increases social stability, providing employment expansion.

The crisis has dramatically reduced the efficiency of commercial activities and put small businesses in front of new challenges.

Improving the economic efficiency of small business in the manufacturing sector, due to the correct management decisions that determine the choice of activities, sources of financing and predicting the effectiveness.

Objective: study the effectiveness of management of small business in the conditions of economic crisis and the search for opportunities for growth.

Tasks: to disclose the General methodology of management in the market economy in relation to small business, the analysis of the external environment of the organization in a crisis, the assessment of the current economic state of the organization of small business, producing construction finishing work and justify the project of expansion of the activities of the studied small business organization,

Object of research: LLC “ Alternative”

Theoretical significance of research: is the increment of scientific knowledge about small business management practices in the context of the economic crisis.

Practical significance of research: The practical value of research results consists in development of project for the economic activities of "Alternative", aimed at overcoming the negative tendencies of falling profitability due to the replacement of purchased parts materials of its own production.

Results of the research: In the context of the developing economic crisis, improving the efficiency of economic activity of small businesses can be provided by management decisions aimed at expanding economic activity on the basis of the formation of own production of materials.

Recommendation: Management of LLC "Alternative" is recommended to consider the possibility, along with the implementation of construction finishing work to carry out production activities for the production of building materials from polypropylene and replace purchased materials with materials of own production.