

SUMMARY

Subject matter of the dissertation: The main directions activization of small business in current conditions.

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Customer organization: LLC «Irbis», Pyatigorsk.

Topicality of the research. Activating and stimulating the activity of small businesses is an important factor in their survival in competitive struggle and the conditions stable long-term development. Small businesses need to activate to ensure the optimal level of employment, increase incomes and, consequently, to ensure national welfare.

Objective: to determine the main directions of the revitalization of small business in modern conditions.

Tasks:

- 1) to review the main ways of enhancing small business, as well as their features;
- 2) to choose the most priority directions of activation for today;
- 3) to characterized by small enterprise LLC "Irbis";
- 4) to analyze the current trends in the management and development of the organization;
- 5) to develop measures to improve the management systems;
- 6)to develop measures to improve the operations of the company;
- 7) to develop measures to improve the psychological climate.

Theoretical and practical significance of the research. In the work analyzed and summarized materials on the problems activization of small business. Develop the method of selecting the optimal direction for activation of LLC "Irbis".

Resultsoftheresearch:1) investigated direction activization of small

businesses and their features;2) detected priority areas for activation of small business in current conditions;3) investigated the activity of a small business LLC "Irbis", engaged in sales of spare parts;4) the analysis of current trends in the management and development of the organization;5) developed ways to improve of a small business management system;6) develop ways to improve core operating activities of the company;7) developed ways to improve the psychological climate.

Recommendations:

1 direction - organizational and management activation: introduction of a new organizational structure and working system of motivation and compensation of the company. In particular, the change in the type of organizational structure of the linear functional to the matrix; complete processing of staff compensation system (including the determination of discharge coefficients, establishment of basic salary);

2 direction - activation of the basic operations: improving sales management system by training staff; the introduction of moral and material incentives for workers who have reached success; improving the promotional activities;

3 direction - social and psychological intensification: improving the socio-psychological climate by conducting theoretical and practical training with the team, allowing them to unite and motivate employees to successful operation.