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 - activization 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.