SUMMARY

Subject matter: Expansion of economic activities as the means of increasing efficiency of small enterprises (on the example of “Stroimarket”, ltd.).

Author: Dakhkilgova Tamara Aslambekovna

Supervisor of studies: Maslova D.V., doctor of economics, professor, chair of economics, management and finance.

Customer organization: “Stroimarket”, ltd.

Topicality of the research: Small enterprises play an important role in modern economy, due to their flexibility and mobility they react swiftly to changing demands of consumer market, attract labour force and increase social stability by providing more employment. Small enterprises are also a partner of big business, they manufacture various components and provide different outsourcing services. Besides small enterprises have a considerable niche in trade and food industry and provide high-quality services to consumers. The importance of small enterprises for the society is also confirmed by various government-sponsored support programmes.

At the same time small enterprises are characterized by a number of difficulties alongside the positive factors. Small enterprises operate with very limited financial resources, it’s difficult for them to compete against large firms both on the goods market and in terms of employees. Small enterprises often can’t hire highly-trained professionals. That’s why it is important to have good management whose knowledge and skills will compensate for the existing drawbacks and negative external and internal factors.

A lot of attention is paid to the development of small enterprises in our country. Recent years have seen huge growth in the number of enterprises and increased production. But the economic downturn has dramatically decreased the efficiency of business activities and posed new challenges to small enterprises. Therefore it is important to look for ways of increasing economic efficiency of small enterprises, including the ones based on the improvement of all types of
management which determines the success of economic activities and their efficiency.

**Objective of the research** is to study the efficiency of management in small enterprises in conditions of economic downturn and to look for opportunities for economic growth.

**Tasks:**
- to study the current state of small enterprises in the country as a whole and in a separate entity of the RF in particular over the 5-year period;
- to give a review of the legislation regulating the activity of small enterprises in Russia;
- to present the specific features of management of small enterprises in current conditions;
- to substantiate the importance of analysis as a tool of making managerial decisions in small enterprises;
- to analyse the business activities of “Stroimarket”, ltd.;
- to develop a project on the expansion of economic activities of “Stroimarket”, ltd. and to forecast the results of its realization.

**Theoretical significance of the research** is the extension of the scientific ideas about methods of managing small enterprises during economic downturn.

**Practical significance of the research** is the development of the project on the expansion of economic activities of “Stroimarket”, ltd. aimed at increasing efficiency of small enterprises by engaging in manufacturing.

**Conclusions:** The process of effective management of economic activities requires the thorough knowledge of theory and methodology of management. A manager works in the conditions of an extensive, constantly updated and changing external environment and organizes the internal company environment in the best way to achieve the set goals: optimal and efficient use of available resources to gain profit and increase the capital of owners of an organisation.
**Recommendations:** we propose to realize the project on the expansion of economic activities of “Stroimarket”, ltd. by starting in-house production which will allow to increase the efficiency of the organization under study.