

STATE SUPPORT FOR SMALL BUSINESS AS A FACTOR OF THE SOCIAL POLICY OF THE STATE

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In modern European countries, small business serves as a basis for the social and economic development; it is a middle class that is the basis for the sustainable economic development. Activities of the small business are focused primarily on the local market, so it has to be a base for forming a rational structure of the local economy and promotes a particular region. Under such conditions, there is a logical and appropriate question to support and promote business development.

The main efforts of the government in implementing social policies are focused on ensuring social stability. Small business contributes significantly to minimize social tensions, social conflicts, contradictions in society, and becomes a tool for ensuring and guaranteeing social standards, which is one of the objectives of the formation of an effective, active, constructive social policies.

Small business in Ukraine is substantial untapped reserves of economic growth. Its activation is a key priority for the regulation of social and economic development of Ukraine.

Ukraine's policy of recent years has taken a clear focus on simplification of procedures related to the organization of businesses, including their registration, providing services at no cost to entrepreneurs-beginners in selecting promising types of business, information on foreign firms, markets, etc. To date in Ukraine, there is no single state policy support and development of small enterprises as a system of coherent and interconnected steps with clearly defined objectives, directions, and expected results. Actions of public authorities show a lack of awareness of the importance of small businesses to the national economy, and manifestation of this is inconsistency and non-systemic character of decisions, which they make.