

## STATE SUPPORT FOR DOMESTIC SMALL BUSINESS: STATUS AND PROSPECTS

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The problems of the small business sector's development and the role of the state in its support were researched in the works of many domestic scientists but the dynamics of economic processes in the country requires the actualization of research, verification of their application in the realities of the present.

The purpose of the study is to determine the current status of small business entities' state support in Ukraine in terms of finding its optimal forms and directions.

The development of small business is a prerequisite for a stable functioning of the economy. It opens for the country great prospects: the formation of the middle class, the growth of the share of the economically active population, the creation of new jobs and a competitive environment, etc. At the same time, small firms are losing a lot in the struggle for cheap loans, they are less able to deal with complex unusual operations, they often lack the highly skilled personnel, and they are more sensitive to the state of the economic environment. Their support from the state is expedient and necessary. This is proved by developed economies and is fair for Ukraine.

Ukraine declared the state policy in the field of small business development. The article examines in detail the purpose, principles, and forms of such a support, in particular, in the field of accounting and reporting.

The main areas of small business sector's state support can be: educational – state projects for training those who want to organize a small business; financial – preferential lending, taxation, investment; permission – simplification of organization, doing business, reporting; coordination – creation of sites for attracting grants, consulting and legal support for small business entities.

Today, the level of declaration and implementation of these areas is insufficient for the effective development of the domestic small business. The solution to this problem may be the implementation of regional targeted programs for supporting small business but only in the context of changing its methodology to address targeted motivation and end results.

The search for concrete trends of domestic small business' state support will be the direction of further research.