

## RISKS IN SMALL BUSINESS

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The article is devoted to the relevant questions of determining the risks of the small business. The importance of small business in Ukraine is substantiated that should become the basis of socio-economic development of our state.

The main problems and reasons of braking development of small business in Ukraine are outlined in this article such as the absence of effective mechanism of the state policy implementation in support of small business, low temps in the process of property reforming, and absence of legal and regulatory framework of small business development as far as entrepreneurship in general, restriction or complete absence of material financial resources.

The authors pay attention to the fact that economic activity of small businesses in Ukraine is accompanied by numerous risks: unfavourable trends in the development of

an industry in which a small business operates; possible price reduction; cyclical sales volumes; excess production delays over planned; difficulties in obtaining raw materials, materials, components; difficulties in obtaining loans; cycle of cash flows and taxes.

It is defined that there are the following risks that influence the activity of small enterprises: commercial risks, cyber incidents, investment and innovation risk, loss of reputation, personnel risks, financial risks, changes in legislation, market development.

The overview of dynamics of the position of Ukraine in the rating of conditions created for doing business is done.

In Ukraine, it is necessary to implement a policy of supporting small businesses at the expense of state programs.

As a result, small businesses in Ukraine will start to occupy niches that are not interesting to large organizations.