

## The strategic directions of small entrepreneurship development in instability conditions

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The problem of small entrepreneurship development in conditions of economic instability is considered in the article. According to the World Bank Doing Business-2016 in the annual rating of ease of doing business in Ukraine took place 83. Key reforms that helped raise the rating is to simplify business registration (up 40 points). In 2015, the total number of enterprises in Ukraine decreased by 6.41 thousand. The reason is a crisis.

The main factors that make a decisive impact on the business environment are defined. Small business in the economic crisis has several advantages over other entities and is characterized by a number of drawbacks. Positive effects of the crisis consist in the following: expansion of the market of sales; stimulation of the development of domestic production; formation of new development strategies etc. Along with positive there are a number of negative changes: splitting up of small businesses to individual entrepreneurs; formation of unstable financial sector employers; shadowing entrepreneurship; unfair competition; reduction activities.

The strategy of small business should not be directed at reducing trade margins and costs, but to increase business activity and attract qualified personnel. The indicators that allow achieving common strategic objectives within a Balanced Scorecard are proposed. It considers an organization in four aspects: finance, customers, business processes, and personnel. To achieve improvements simultaneously in all indicators is very difficult. That's why within each strategic goal in four aspects of small businesses we offer to solve one or two problems.

Among the possible means to achieve the goal are the following: the product provides competitive advantages itself and service that accompanies the product that is additional value.

The strategy should be directed to increasing business activity and involvement of qualified personnel. These changes create positive attitudes and organizational culture. They contribute to survival in an aggressive environment, especially in a crisis.