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S.W.O.T ANALYSIS OF SMALL BUSINESS DEVELOPING STRATEGY IN A MARKET ECONOMY CONDITIONS FROM THE POSITION OF INNOVATIONS

Abstract: In developing the era of market economy any state tends to develop small business sector in the first place. After all, small business is a catalyst for the progress of the national economy both at micro level and at the macro level. In such a trend the most important factor is the chosen strategy of development of small business in the marketplace state territorial unit.

Key words: profitability, government, rental strategy, small business, S.W.O.T analyses, decision, consumer, good.

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Introduction

Development of small and medium-sized businesses at all times was considered the basis for economic development of the state. But the development of small and medium-sized businesses - is, first and foremost, an educational framework

which takes into account all the problems of small business development [1].

Continuous improvement of such a framework will identify and predefine business prospects. It is on the basis of the business development strategy

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designed and in particular the development of Russian business. Development of small and medium business, as the experience of the leading economic powers, leads to an increase in the state's economy as a whole and, ultimately, to improve the welfare of its citizens [2].

Sustainable development of small and medium-sized businesses due to a number of advantages, which it has. And above all, the development of small and medium-sized businesses, is its mobility and flexibility to respond quickly to market demands and quickly adapt to changing conditions [3].

Materials and Methods

Strategy selection is made according to certain criteria, which are in the rankings the decisive role is played by the top leaders of the organization. Multiple strategies that use the firm, are only a few modifications of the basic strategies. Each of them is effective under certain conditions and the state of the environment [4]. The concept of basic competitive strategy characterizes the kind of competitive advantage and the scope in which it is achieved.

The strategy involves a complex change in the company, without which it is impossible to achieve success, even with an effective strategy. Implementation of changes - is the foundation of the strategy. Under the changes in the organization understand the decision of its leadership to make changes to one or more of the internal components of the organization relating to the goals, objectives, structure, technology, the human factor, which is caused by changes in the external or internal environment [5].

For the survival of the organization of its management should periodically evaluate and adjust the strategic goals and objectives in accordance with the changes in the external environment and the organization itself. Often the need to change the target detected by the monitoring system [6].

Most people decide to start their own business initially used their own strategies based on experience in the business at the most primitive level. This is evidenced by statistics, unfortunately, she is relentless. Each year, bankrupt 90% of new firms. We offer a 7-purpose strategic development of tactics that can be applied today and in the shortest possible time to succeed in the development of small businesses. Here we will talk about ways to help grow your small business in today's competition [7].

At this stage, the enterprise market position, identify strategic objectives, alternative ways (strategies) to address them. In order to become the strategy, this set of problems and challenges must

turn in: all activities should be focused on long-term goals, linked by resources and time, as well as the need to effectively combine and complement each other in terms of the objectives of structural divisions of the company [8].

Together with the definition of a common, corporate strategy development takes place in support of its business strategies and functional strategies. At the heart of a successful strategy should be based on the creation and use of competitive advantages [9]. This may be the ability to sell products at low prices, and providing high quality products and range of services, and advantageous location of the company or its affiliates [10]. This means that the strategy must not only maintain its competitive advantage, but also to initiate new ones [11].

The potential of the company is a collection of its capacity for the production of goods and provision of services and include internal variables and management capacity. The possibility of organizing its predefined resources (factors of production) at its disposal. In a market economy potential of the organization depends on internal factors, as well as on consumer demand, the actions of competitors, the economic situation in the country and others [12].

The competitiveness of the company characterizes its ability to withstand competitors to effectively compete for markets. The competitiveness of firms is a relative characteristic, determined by comparing the object. The factors that determine the competitiveness of the company, are the potential of the company (Resource and Innovation), a skilful choice of strategy, the potential of its senior management, the financial results of its operations [13].

Tactics improve their own standards of quality management should be applied to all kinds of strategies, so it is in the first place. If the level of quality control standard higher than the competitor you have a huge advantage. Develop self-discipline and win their competitors by working on yourself. In all strategies, it is important to manage the resources, and resources are available at all the only question is: how to manage them? All four of the above listed rules will earn, if it is designed to manage and mutual support staff on the principle of synergy [14].

Conclusion

Perceive the visual design elements Sensor detection as an investment in attracting additional customers. The logo of your brand should not be a work of art, his task is to convey the theme "message" to the target consumers. Qualitatively taken aback products are regularly updated in the

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price range and price. Maximum fill in contact information, add the service "Order a free call." Check the correct display of the site in different browsers on different devices (PCs, tablets, mobile phones). Clients meet your business on clothes. Plan a small project to develop the image and popularity of local businesses [15].

Background.

For a whole competent it is actual to notice that all issues in articles were formulated from the

surveys of BeinAgroIndustries LTD. Also, it is important to mention together work of two university staff: Kazakh Engineering and Pedagogical University of Nations Friendship and International Kazakh-Turkish University after Khoga Akhmet Yassavi. In case of novelty, p.t.value the main author is the last in the list of authors.

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