

analysis consider political stability, financial regulation, consumer protection and protection of market.

The circumstances STEEP Analysis is conducted may include times of uncertainty, information overload and disorganization. Thanks to a STEEP Analysis, the impact of the change can be assessed, key decisions for information overload can be made, strategic options can be chosen in times of disorganization.

STEEP Analysis can be applied following the five-step plan. To execute the plan, the external environment is to be analyzed; the trends within the environment in question are to be assessed; the trends and the related issues are to be identified; the future directions of the issues are to be forecast and implications derived. All of the above may impact the future strategic initiative.

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SMALL ENTERPRISES AND THEIR ROLE IN MARKET DEVELOPMENT

Contemporary Russia is actively involved in the development of market relations and free enterprise. As we know, the small business is the foundation of market economy, and therefore, both practitioners and theorists pay more attention for it. The issues of small business in Russia are widely covered in the papers of A. Biryukov, B. Misakov, S. Totorkulov, A. Sharov and others. But, in general, there is no common understanding of the development of theoretical and practical problems of small businesses in the economic literature, making it necessary to study the factors affecting the development of small businesses.

However for an enormous country such as Russia, small enterprises may just be a connecting link, which ensures continuous work of large industrial businesses. Its activity sums up to 17% of the GDP in Russia. Moreover approximately 25% of the work places are occupied there. It should be mentioned, that around three million of sole proprietorships work in our country, although this figure gradually decreases, due to the financial weight towards sole traders.

A characteristic feature for small businesses is tough market competition, which is often something that enterprises are not willing to endure. That is why the active growth of new enterprises is accompanied by its active ruin.

Let's look at the dynamic of the coefficient of "fertility" and "mortality" of small enterprises in the period from 2005 to the 1st quarter of 2012 (Fig. 1). According to the diagram, in the 1st quarter of 2012, the fertility rate of small enterprises is 22.3, which is 0.6 less companies than in 2011. The mortality rate of small enterprises is 21.4, which is 5.1 companies more than in 2011. In practice, six

years is the average time of functioning of a small business. Among the main causes of the ruin of small businesses is not a lack of capital or inefficient technologies, but the lack of managerial knowledge. A loss of control over the state of affairs is often the cause of bankruptcy.

A great advantage that small businesses have is the ability to quickly adapt to developments in times of crises. Unlike small businesses, large firms are less flexible, and slower to respond to changes or fluctuations in the economy. In this regard, the governments of countries such as Great Britain, Germany, the US and other developed countries pay special attention and provide support to small businesses. With each passing day, the world shows that small businesses are the foundation of the economy.

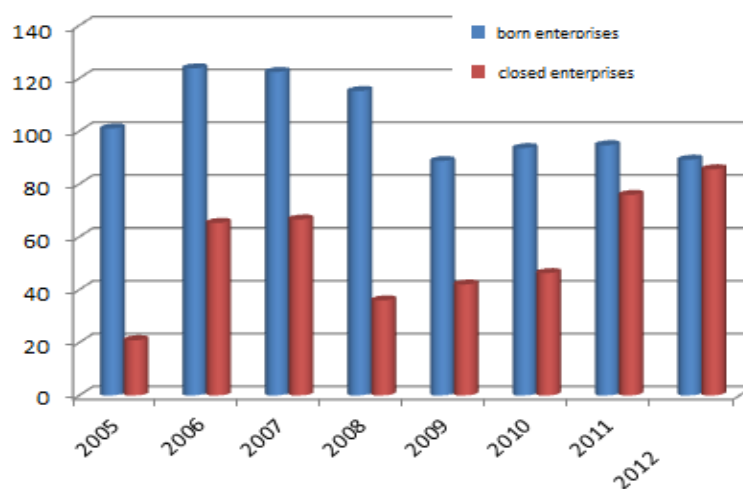


Fig. 1. Comparative diagram of "fertility" and "mortality" of small businesses in Russia from 2005-2012 [1]

About 70-90% of the total numbers of enterprises in the most developed Western countries are small firms. If we look at statistics, we can see that small businesses operate successfully in all highly developed countries of the world, ranging from the US to the EU. A small business employs up to 50 people in Great Britain, up to 100 people in the EU, and up to 500 employees in United States.

As for the share of small businesses in the economy of the leading countries of the world, there are practically no areas that could do without their products and services. As an example, let's consider Spain. The share of small businesses is 30% in the construction industry, a little less than 30% in shipbuilding, and 80% in agriculture. In Germany, contrary to established stereotypes, the mainstays of the economy are not the large automotive, chemical or metallurgical corporations, but small businesses, which make up 99.7% of all businesses.

Small businesses account for 1/3 of the GDP in the leading countries of the world: in the United States it account for nearly 35% of net income and 30% of total exports; in France and Germany, the share of small and medium-sized businesses in the GDP is almost 50%; in Japan it contributed almost 57% to all production and manufacturing; in Italy, it account for about 95% of the national income. Small

businesses also employ a lot of people in these countries. In the US employees of companies hire fewer than 250 people account for almost 50% of those employed in the private sector. In the countries of the EU, they account for 70% of all private sector employees.

It is worth mentioning the manner in which assistance provided to small businesses by countries around the world. In most countries there are special public authorities, that dispose both, broad range of powers and resource capabilities, for example, in Great Britain the small businesses are supported by the specialized National agency. USA is not an exception, it also has an administration for minor enterprises, which includes 14 000 branches around the country. Same goes for Germany, as they have the Directorate-General that is in charge of small and medium-sized enterprises, craftsmanship, services and so on.

These organizations are often seen as reliable shields amongst the enterprises. In most countries, there is a single body providing aid to small businesses rather than a variety of structures such as in the former Soviet Union.

In order to solve the problems of small businesses, the government must fundamentally change the system of support and development of small businesses. The priorities of the state of the state should be the following: improving of legal acts; rationally combining all existing measures, both direct and indirect, to support small businesses; developing effective programs for the development of small enterprises at all levels.

Regarding the structure of small businesses in Russia, we can see that 60%-80% of the small enterprises in the Russian Federation are engaged in providing services. The structure of small businesses in Russia has remained unchanged; over 30% of all small business are engaged in the trade and repair of motor vehicles and household goods, while 18% of them are engaged in real estate and 14% in construction [2].

Moreover, like for most other sectors of the small business, the number of small businesses involved in the trade and repair of household goods has decreased (by 2600). The growing number of small businesses in the 1st quarter of 2012 was mainly due to 8000 new businesses in real estate and the services associated with it. New municipal utilities, according to experts, most likely created formal fragmentation of existing businesses for tax optimization.

It is very difficult to give an accurate forecast of the development of small businesses in Russia. There are many points of view on this issue, and, unfortunately, not all of them are positive. For example, 42% of employers believe that the business climate in Russia is not conducive to a culture of innovation and entrepreneurship, and 32% don't see support from the government for small and medium businesses. Others believe that small businesses in Russia will become the leader in productivity, technical equipment and innovative activity. But one should not forget that small businesses are the basis for medium and large businesses.

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MARKETING ANALYSIS IN INTERNATIONAL SUPPLY POSSIBILITIES

Doing business internationally, companies face up the problem of suppliers and buyers (consumers) essential quantity and quality motivations. The quality aspect means the comparative analyses the essential motivations for suppliers and buyers (consumers). The quantity aspect requires conducting research of internal possibilities in strengthens competitive positions of supplier in foreign market.

Exporting issues of Ukrainian chocolate candies to Turkey have various aspects. By analyzing the Turkish market, it has been revealed that besides a huge number of confectioneries, chocolate products share is not sufficient. In Asia, chocolate hasn't traditionally been the sweet of choice, but as Turkish economy grows the demand is influenced the numerous treats.

Chocolate sweets are in great demand in Turkey, in particular during the Islamic holidays such as Kurban and Ramazan, when people buy the 30% of total annual sales of chocolate desserts. For this period local companies increase manufacturing of all types of confection both for national and international consumption.

Some Ukrainian companies such as Roshen, AVK, Konti export their products to various parts of the world. After analyzing their product lines, AVK has been selected as the best exporter. It is important to research the macro- and microenvironment to estimate it's export possibilities.

It is necessary to select macro environment indicators of opportunities and threats. The positive influence could be shown by the results of the research of such factors as:

- adaptation to Standards (TSE) – high level of costumers' confidence;
- custom duties (5%) – very suitable for exporting goods;
- taxes rate (20%; VAT -8%) – they are less than in other countries;
- infrastructure – high transport network, developed banking and insurance systems;