

## MANAGEMENT OF SMALL AND MEDIUM BUSINESS

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Small business – it's a firm, which consists of less than 50 employees, and the profit of any activity doesn't exceed 10 million euros. Medium business consists from 51 to 250 employees, and the profit does not exceed 50 million euros. Medium business is, perhaps, the most mobile sector of economy in Ukraine. Therefore, the state interested in medium companies, so government should increase a share of medium business and improve quality of its management.

Management of medium business is a key element of all system. Unlike other enterprises, average companies overcome crisis easier and it can make their business more effective, because during this period problem places of enterprise are clearly visible. Management of medium and small business – it's a creation of flexible structures of the organization, search of effective mechanisms and instruments of management, which allow to reach the necessary level of profitability of the company. For management of medium business it is necessary to consider each nuance and to understand such questions, as Goal-setting; Analysis of the organization of system of management; Planning of budget of the company; Principles of personnel management.

The mechanism of management of medium business can be divided into some stages:

1. Control over the performer. At this stage, there is a formation of tasks. Director's task - to watch performance of functions by employees of the company and control financial activity of the company.

2. Planning of the future. This stage of management assumes drawing up the budget and long-term planning.

3. Management on basis of the expected changes. The main action - the forecast of problems and new opportunities. Strategic planning is actively used.

4. Management on basis of the emergency decisions.

So, what role has a small business in the economy? And what the difference between small company and large enterprise? First of all - it's a mobility, ability to fast making decisions, ability to respond modifications of the market and coordination all forces of the company on changes of a product, methods of sales, the marketing plan, reorganization of structure of the company and changing a kind of activity. The role of small business is that ability of the companies to modification in business processes gives some stability in the market. The economic role of small business consists first of all in creation of a large number of workplaces, both for highly skilled employees, and for students, pensioners and group of the population with low education level and qualifications. At such enterprises students can gain all necessary knowledge and experience, to develop as experts. So the enterprises of small and medium business reduce unemployment percent and influence the level of income of the population and form middle class in society. As well, the role of small and medium business is a support of specialization and cooperation in various branches like: small and average production and services industry which specialize on one or several directions.

Conclusions. Management of medium business consists in distribution of strategic tasks. Without doubt, one person won't be able to manage all employees and to all other to count the budget of the company or to calculate expenses and the income of business for a certain period of time. One more important task in management of medium business is staff recruitment. There are so many techniques of a set and selection of personnel. The personnel - it is face of the company, and therefore it is necessary to approach a set of employees with all responsibility, and it is better – to charge this work to experts. Moreover, management of medium business demands an experience and professionalism. The beginning businessman won't be able to operate medium business. The manager of medium business should have

experience in the sphere of business, in management of the company, understand what tasks and problems wait for the director on all way of development of the company. Therefore, there are business seminars for people with small practice, where the main issues of management are discussed and modern technologies of management of small and medium business are studied.

## **УПРАВЛІННЯ ФІНАНСОВОЮ ДІЯЛЬНІСТЮ ПІДПРИЄМСТВА**

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В умовах ринкової економіки ефективно управління передбачає оптимізацію ресурсного потенціалу підприємства. У цій ситуації різко підвищується значущість ефективного управління фінансовими ресурсами. Від того, наскільки ефективно й доцільно вони трансформуються в основні та оборотні кошти, а також в засоби стимулювання робочої сили, залежить фінансове благополуччя підприємства у цілому, його власників і співробітників. У тій чи іншій мірі роль фінансових ресурсів важлива на всіх рівнях управління (стратегічний, тактичний, оперативний), проте особливого значення вона набуває в плані стратегії розвитку підприємства. Таким чином, управління фінансовою діяльністю як одна з основних функцій апарату управління підприємством набуває ключової ролі в умовах ринкової економіки.

Управління фінансовою діяльністю підприємства – це вид професійної діяльності, направленої на управління фінансово-господарським функціонуванням підприємства. Управління фінансовою діяльністю є одним з ключових елементів всієї системи сучасного управління підприємством.

Управління фінансовою діяльністю підприємства включає:

– розробку і реалізацію фінансової політики підприємства із