

ESSENCE AND FEATURES OF OPTIMIZATION OF SMALL ENTERPRISES

Annotation: *This article discusses the features of optimizing the activities of small enterprises, and business processes carried out in enterprises.*

Keywords: *Optimization, small businesses, business processes.*

The essence of optimization is to improve the efficiency of enterprise management on the basis of reducing inefficient operations on various indicators of its activities [3].

At the beginning it is more expedient to analyze the activity of small enterprises in general, in order to understand what exactly each enterprise needs from the position of optimization.

Table 1.1.1 presents data on the main indicators of the activities of small and medium-sized businesses in the Republic of Dagestan.

Table 1.1.1 Key performance indicators of small and medium-sized businesses

Indicators	2015	2016	2017
The number of small and medium enterprises	3 890	3 509	5 642
SME turnover, million rubles	742 36,1	29 858,4	144 970,9
Number of employees in small and medium enterprises (without external part-time workers)	41 143	33811	56 179
Average monthly wage of SME employees, rubles	5 807,0	6705,0	6 312,7
Individual entrepreneurs	75 391	78638	75 484

The increase in the number of small and medium enterprises in 2017 by 2016 was 60.8%. There has also been an increase in the number of employees in small and medium enterprises since 2015.

Most of the small and medium-sized enterprises in agriculture (34%), in trade (23.4%), construction (11.5%) and manufacturing (11.4%).

About 50% of individual entrepreneurs are in trade, 22.7% are agriculture, 9.3% are transport, and 8.1% are in manufacturing.

The volumes of tax revenues to the consolidated budget of the republic from this sector of the economy are equal in 2008 to 2008.3 million rubles.

Table 1.1.2 Indicators of the share of small and medium enterprises

Indicators	2015	2016	2017
The average number of employees (without external part-timers)	10,6	8,0	15,0
Turnover of enterprises and organizations	37,4	15,4	56,9
Fixed investment	3,2	1,4	4,8

The growth rate of the main indicators on entrepreneurship was obtained due to systematic measures to support this sector in recent years (from 2005–2017, allocated funds of 923.8 million rubles, including 615.0 million rubles, refer to funds relating to the federal budget and 308.8 million rubles - the republican budget).

At present, the management of any socio-economic systems, be it an enterprise, a region, or a state, requires maximum attention to the changes taking place, both in the external and in the internal environment. The impact of each such change must be predicted or evaluated and taken into account in the further functioning of the economic object. It can be said that successful management of a socio-economic object requires its constant adaptation to the conditions of existence [3].

In this aspect, it is important to constantly optimize the economic and production activities of the enterprise for its dynamic adaptation to the constantly conflicting market changes.

The concept of "optimization" in various combinations and in relation to different phenomena is used in various fields of science and practice, and especially widely in economics. Such terms as: optimal control, optimization of production, optimal solution, process optimization, etc., can be found in various economic literature. At the same time, the wide use of this term is not supported by the generally accepted understanding of the tasks, conditions and restrictions on its use. In modern scientific literature, there are various approaches to understanding this issue, the characteristics and ways of reflecting optimization in indicators and criteria [1].

It should be noted that where optimization is mentioned, efficiency is found in the same place and next, since optimization is one of the tools, steps to improve management efficiency, process, etc.

Small enterprises have a certain specificity, which is taken into account when carrying out optimization in order to improve the efficiency of enterprises (Fig. 1.1.1).

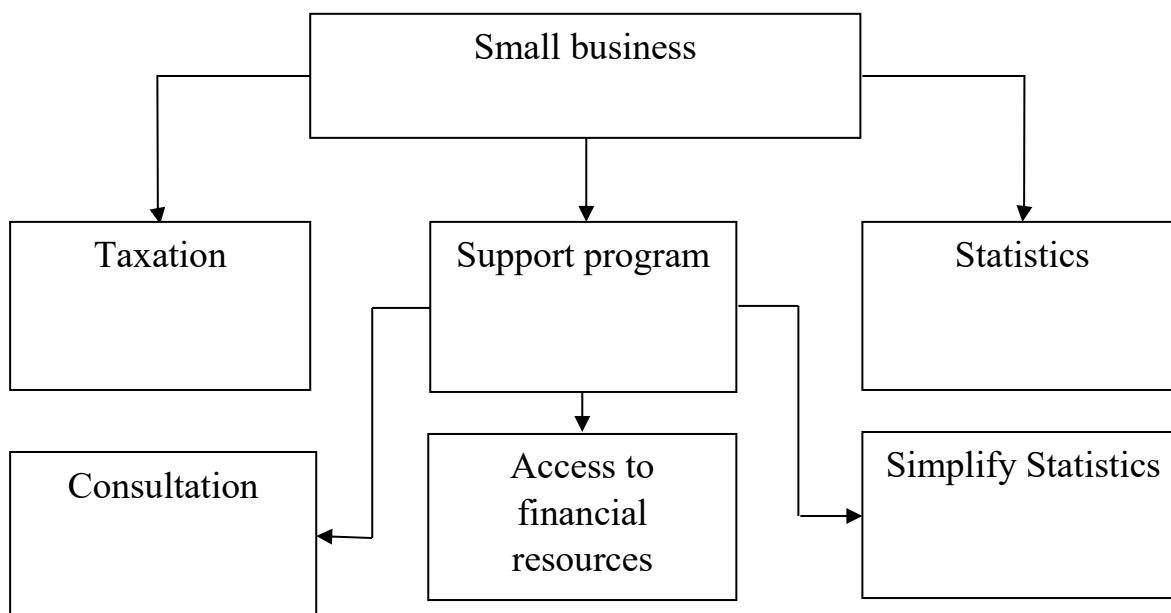


Fig. 1.1.1 Characteristics of small businesses

The specificity of the process of optimizing the activity of a small enterprise is that when it is carried out, it is necessary to adjust the optimization models taking into account changes in the external environment [4].

Literature

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