



Конкурентоспособность организаций малого бизнеса в сфере торговли

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АННОТАЦИЯ:

В статье проведен анализ современного состояния малого бизнеса в России, выявлены основные тенденции его развития. Проанализирована роль сферы торговли в развитии малого бизнеса в России, рассмотрена динамика и структура малого торгового бизнеса. Среди основных направлений повышения конкурентоспособности малых торговых предприятий определены такие как выбор местоположения торгового предприятия, управление ассортиментом с учетом специфики малого бизнеса, повышение качества обслуживания, а также применение инструментов электронной торговли.

КЛЮЧЕВЫЕ СЛОВА: розничная торговля, оптовая торговля, электронная торговля, малый бизнес, конкурентоспособность.

The competitiveness of small business in retail sphere

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Введение, актуальность, обзор литературы

Актуальность исследований, связанных с оценкой состояния малого торгового бизнеса в России и формированием направлений повышения конкурентоспособности малых торговых организаций, обусловлена значимостью малого бизнеса в развитии экономики страны. Для рыночной экономики малый бизнес является важной составляющей, определяющей темпы развития экономики, формирующей рабочие места, приносящей существенный вклад в ВВП страны. Также малый бизнес, благодаря большей доступности для граждан, может способствовать вовлечению материальных и финансовых сбережений населения в экономику. В России сфера торговли занимает ведущее место в структуре малого бизнеса. В связи с этим развитие малого бизнеса в торговле является важной задачей.

Повышение конкурентоспособности малых торговых предприятий способствует укреплению малого бизнеса. На конкурентоспособность малых торговых предприятий в большей степени влияет ассортиментная и ценовая политика, качество реализуемых товаров, а также уровень обслуживания.

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In an electronic era where connections and knowledge reign supreme, the enchanting power of language has become more apparent than ever. Its capability to stir emotions, provoke thought, and instigate transformation is really remarkable. This extraordinary book, aptly titled "**Rechevaia Kommunikatsiia V Sfere Biznesa Lingvopragmaticheskii Aspekt**," published by a very acclaimed author, immerses readers in a captivating exploration of the significance of language and its profound affect our existence. Throughout this critique, we will delve into the book is central themes, evaluate its unique writing style, and assess its overall influence on its readership.

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