

## SUMMARY

**Subject Matter of the Graduation Thesis: THE ANALYSIS AND IMPROVEMENT OF SMALL-SCALE BUSINESSES ECONOMIC EFFICIENCY UNDER PRESENT BUSINESS CONDITIONS** (Based on the Materials of the Limited Liability Company «Business Support Center»)

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**Information about the Contracting Authority:** the Limited Liability Company «Business Support Center».

**Topicality of the Research.** The performance of a small-scale business entity can be judged both by the results of its functioning, and by the relative characteristics which are influenced by the specific decisions made by it. Measuring the effectiveness of small-scale businesses functioning is a critical issue in view of their critical role in the social and economic development of the country.

**Objectives of the Research:** are to find ways and determine guidelines to improve the economic efficiency of a small-scale business entity functioning based on an analysis of a number of indicators characterizing its economic efficiency.

**Tasks of the Research:** are to study the content of economic efficiency of small-scale businesses; to explore the indicators of assessing the economic efficiency of small-scale businesses; to examine the regional features of the small-scale businesses functioning in the Stavropol Territory; to give a general description of the activities of the small-scale business «Aquacenter» ltd.; to analyze the cost-effectiveness of «Aquacenter» ltd.; to work out ways and determine guidelines to improve the economic efficiency of «Aquacenter» ltd.

**The Theoretical Significance of the Graduation Thesis** lies in enhancing theoretical knowledge on the issues of economic efficiency of small-scale businesses under present business conditions, indicators of its assessment.

**The Practical Significance of the Graduation Thesis** lies in the opportunity to apply the main theoretical conclusions and practical recommendations of the graduation thesis in the process of small-scale business entities functioning in order to increase their economic efficiency.

**Findings of the Research:** «Aquacenter» ltd. is a small-scale business entity. Their main activities are retail trade of wallpaper and floor coverings in specialized stores. In 2016-2018, the performance of «Aquacenter» ltd. should be viewed as satisfactory, which is explained by a fairly stable net profit gained by the small-scale business despite the decrease in revenue and expenses for traditional types of activities.

Almost all the indicators characterizing the economic efficiency of the small-scale business entity, in the three-year retrospect under consideration, had the figures changing unstably; therefore, it is not possible to make an unambiguous conclusion about the high level of economic efficiency of the small-scale business «Aquacenter» ltd. functioning.

**Recommendations.** We believe it is possible to recommend the following guidelines to improve the economic efficiency of the small-scale business entity «Aquacenter» ltd.:

- 1) improving the effectiveness of marketing activities through the application of an efficient consumer response system (ECR);
- 2) carrying out advertising and information activities by enhancing the maximum information content of the official website of the company and using the unique selling proposition and special selling triggers.