

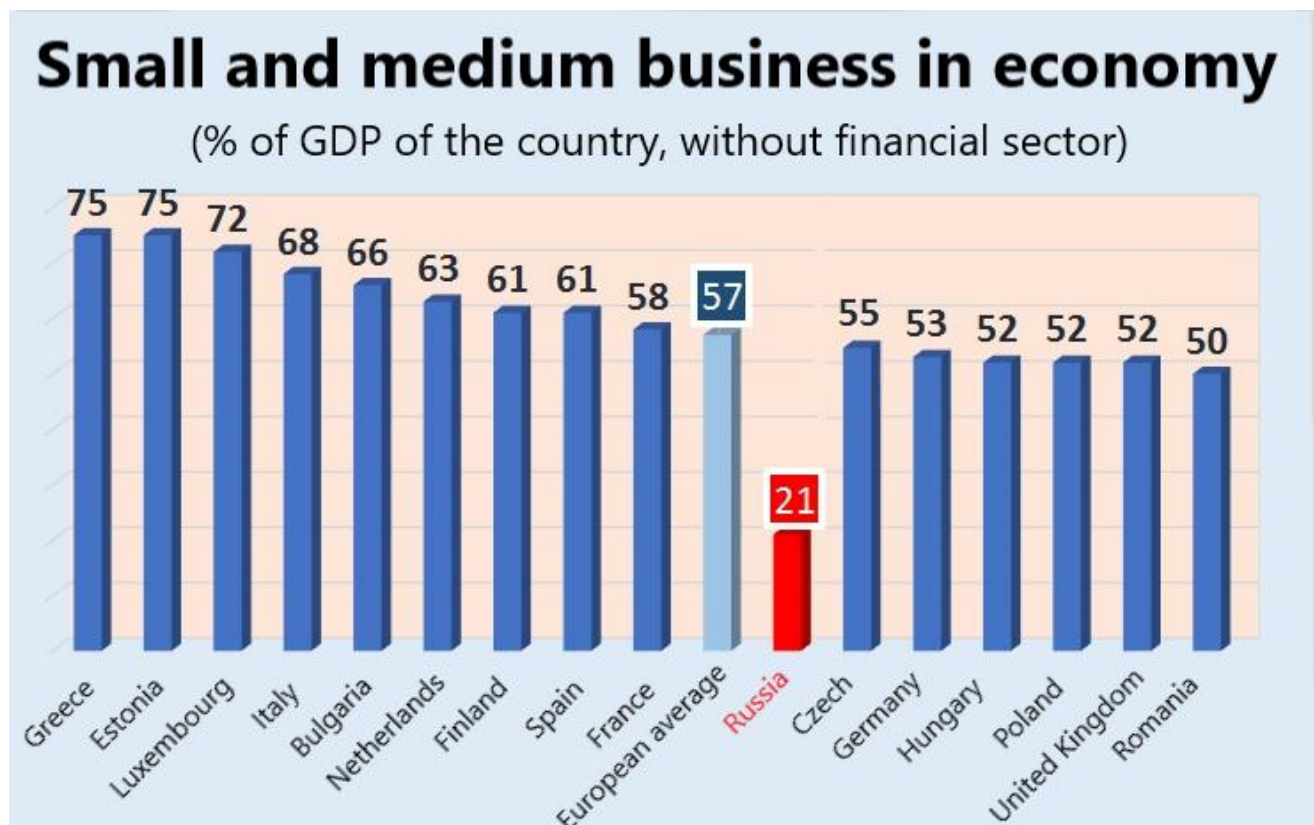
A. A. Ivanov, D. A. Pakhushin

Ivanovo State University

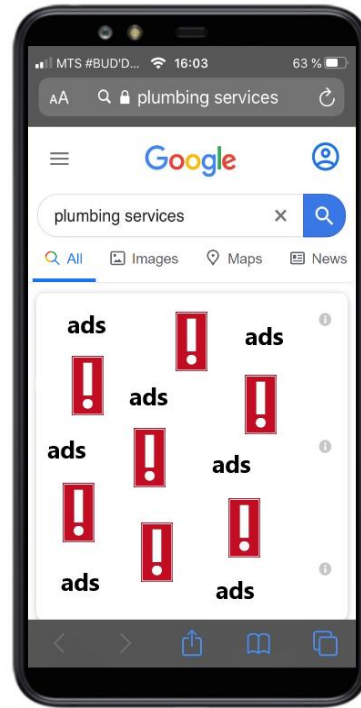
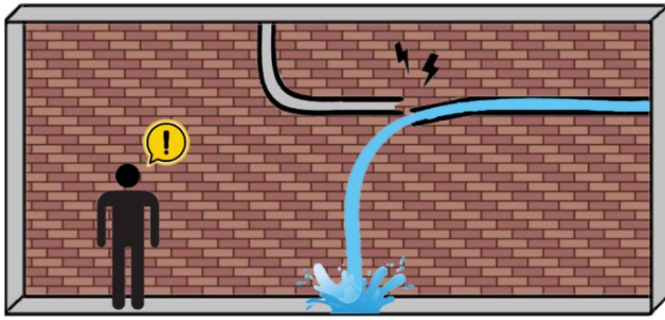
School of Economics

DEVELOPMENT OF UNIFIED BUSINESS SYSTEM AS THE WAY TO OVERCOME CHALLENGES SMALL BUSINESSES FACE

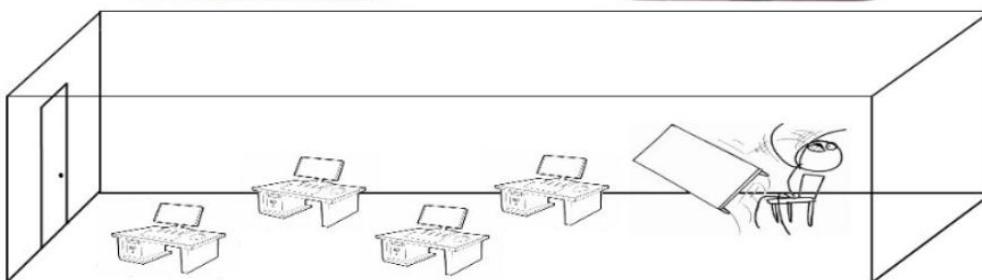
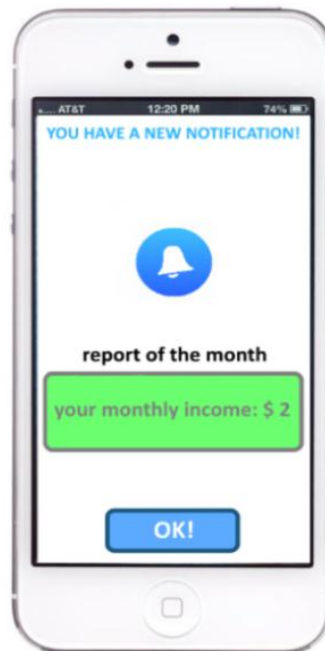
Small business is gradually developing in Russia. However, it encounters a number of problems on the way. The small business share of GDP in Russia is below average compared with other countries, thus, much more should be done to support it. To solve some issues we propose to develop Unified Business System (UBS). UBS is a resource that will make the process of looking for employees, customers and necessary services most comfortable.



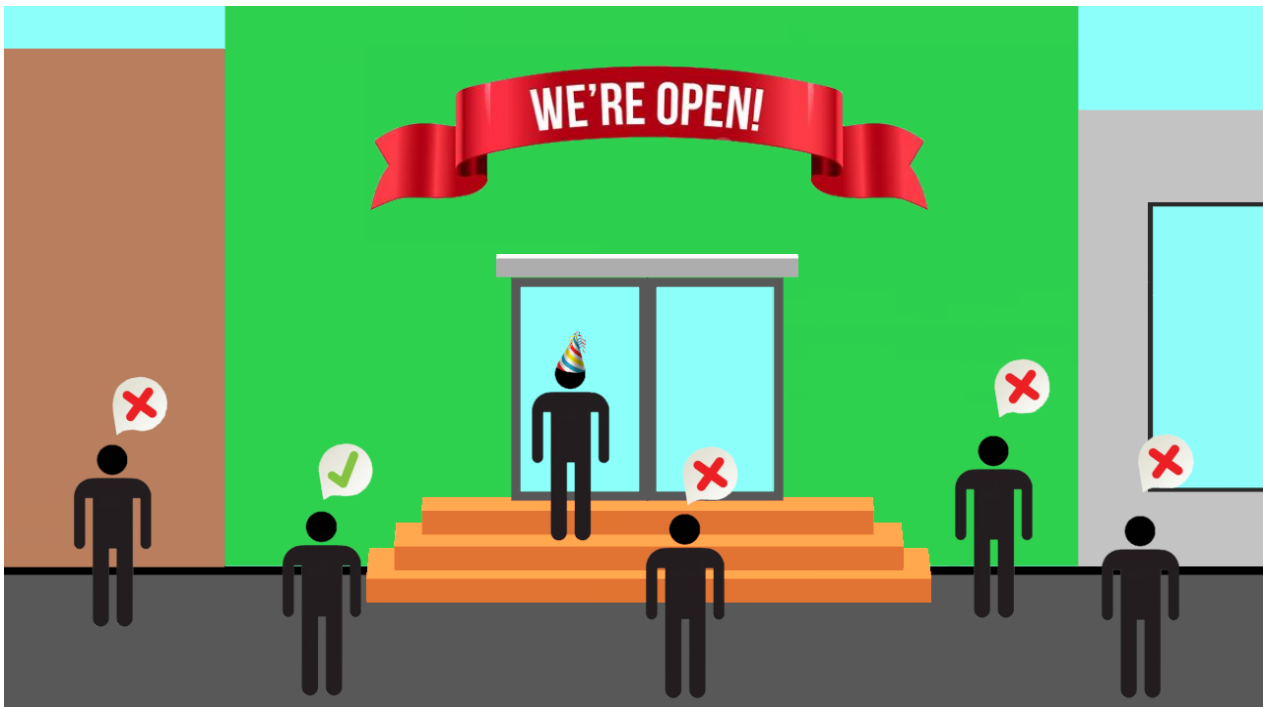
To begin with, let us outline the range of challenges that this system will help to overcome. The first problem is the inconvenience of searching for an organization that can provide the required services. Almost everyone has found themselves faced with a situation when they need the help of a specialist in a particular field, for example, a plumber or an electrician, but the process of looking for the right person is time-consuming and it is not always possible to find him / her straight away.



The second issue is the difficulty in finding new employees for small organizations. Due to the fact that small businesses are not so well-known, it is harder to find new workers. People often choose the largest and most reliable companies.



The third challenge is to create the first customer database. When a new small business is set up, initially no one knows about it and the customer flow is poor. For this reason, many enterprises close down in the early days.



The fourth trouble is seeking employment. Despite the low share of GDP compared with large companies, small businesses generate a great number of jobs. Therefore, everyone can find employment but people do not know about the availability of vacancies.

To solve the above-mentioned problems, as well as some other issues that small business has to face we want to create UBS. Thus, everyone will be able to ensure mutually beneficial cooperation with individuals or organizations in order to develop their business successfully.

