

Проблемы малого и среднего предпринимательства в 2021 году в России

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Аннотация: В данной статье были рассмотрены проблемы, возникшие в результате продолжительной пандемии и отразившиеся на малом и среднем предпринимательстве в России в 2021 году, также кратко были рассмотрены меры государственной поддержки для решения данных проблем.

Ключевые слова: предпринимательство, малое и среднее предпринимательство, проблемы малого бизнеса, меры государственной материальной поддержки, стимулирование экономики.

Problems of Small and Medium-Sized Businesses in Russia in 2021

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Abstract: The article concerns the problems that have risen because of the prolonged pandemic and affected small and medium-sized businesses in Russia in

2021; and the measures of state support for solving these problems were briefly considered.

Keywords: entrepreneurship, small and medium-sized entrepreneurship, problems of small business, measures of state material support, stimulating the economy.

The pandemic has significantly changed the situation in the global and local markets. There has been a reduction in production capacity in the world against the background of the closure of borders between countries and the introduction of a self-isolation regime, the usual ties between producers and consumers have been disrupted, serious changes have taken place in the logistics sector. The spread of the coronavirus has dealt a glaring blow to the global logistics system and the supply chains of raw materials and products. Initially, the decrease in cargo traffic was caused by obvious reasons: closure of interstate borders, mass closure of retail outlets, growth of the dollar rate, isolation of the population, decline in demand and purchasing power, state of uncertainty and fear among consumers. As a result of these factors, the cost of freight forwarding services, container transportation and all other types of transport infrastructure has increased significantly. Entrepreneurs who have the opportunity have to deliver goods at exorbitant prices, increasing the final cost of goods.

Small businesses were mostly able to adapt to the crisis conditions that arose, but it is too early to talk about a full recovery, since the indices of business activity in the services and trade sector remained in the negative zone. During the quarantine, consumers got used to the minimum set of necessary material values, revised his attitude and views to the material component of his life. According to statistical observations and other studies, almost 1.95 million people stopped their activities. Small and medium-sized enterprises, almost every fifth business entity in Russia, sales of clothing and footwear decreased by 38%, pet supplies and pet stores lost up to 33% of sales, in the hotel and restaurant segment sales fell by 37%.

So, the main problem of entrepreneurs in the first half of 2021 was low consumer demand, which by its magnitude did not reach the level of 2019. The reasons for this

may be measures against the spread of coronavirus, which have an impact on people visiting various public places, their incomes reduced due to the economic crisis and unwillingness to spend unreasonably, due to the approaching new epidemiological wave.

The next problem of small and medium-sized businesses is the lack of funds to pay taxes, rent, and wages to employees, as well as contributions to extra-budgetary state funds.

Accounts receivable are observed, as a result of the fact that counterparties who received goods or services on time cannot fulfill their obligations, that is, make payment, due to lack of funds.

In the first half of 2021, there were trends towards a decrease in employee wages by about 40%, and revenue by 25-30%. The result of 2021 may be an increase in the tax rate, which will provoke an even greater withdrawal of entrepreneurs from the market.

As a consequence of the trend towards an increase in morbidity, it can be concluded that the restrictions will not be lifted for a long time. The only solution not to go bankrupt is to replace the business model that fits modern realities. Entrepreneurs who find it difficult to adjust to the new economic conditions are highly likely to have to leave the market due to bankruptcy.

The state, in turn, provides material support to entrepreneurship by developing a set of measures, for example, preferential lending carried out by large banks, no more than 7% per annum.

The priority sectors targeted by the preferential lending program include agriculture, construction, tourism, healthcare, etc.

By 2021, new categories claiming benefits had been added - these were the self-employed and representatives engaged in social entrepreneurship.

However, not all entrepreneurs in need will be able to receive financial assistance, due to distrust of the financing conditions and transparency of this process, as well as due to the list of requirements that an enterprise must meet in order to receive financial assistance.

Despite significant losses, experts suggest that small businesses have a great chance of restoring significant volumes of business with systematic easing the restrictive measures and an increase in the number of vaccinated citizens. Maximizing online sales, adjusting production volumes, restructuring logistics and corporate culture, companies had to revise their usual processes due to the pandemic. The pandemic requires positive, innovative management attitudes from business. People are tired of sad news; they expect drive, high development and certainty from business. Company managers need to focus on each employee individually, studying his hidden and possible potentials, linking them into a single whole, using retraining to increase efficiency and labour efficiency from the team, learning to see growth prospects and development opportunities in crisis processes. In this regard, managers should strategically focus on innovation management and focus on its following provisions:

- Scientific and technological innovations are a crucial condition for the survival and growth of most firms, and they should be appropriately planned and managed;
- The resources allocated for R&D (research and development work) are justified only in case they lead to achieving the company's goals;
- Analysis of the innovations performed is required to identify the factors leading to success;
- Conscious application of the concept of strategic and innovative management will improve the quality of applied solutions and ensure an increase in the efficiency of R&D investments.

It is already clear today that the recovery of the Russian economy to the pre-crisis level will be delayed for several years. Consequently, small and medium-sized businesses still have a lot of tasks ahead of them to eliminate the consequences of the pandemic.

Thus, it can be concluded that the slowdown in the economy has had an impact on the level of consumer demand. As a result of falling consumer incomes, the revenue of entrepreneurs has also fallen; it is difficult to stimulate demand in such a situation. This has become the main problem of entrepreneurship. Only the state can have a

stimulating effect with the development and implementation of new measures of material support.

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