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### **SUPPORT FOR SMALL AND MEDIUM-SIZED BUSINESSES IN THE KRASNODAR TERRITORY**

The article shows that the active development of small and medium-sized businesses literally reveals systemic problems that are inherently barriers to the development of entrepreneurship in general and improving the quality of entrepreneurial activity of small and medium-sized businesses. The most effective solution to this problem lies in the further development of mechanisms for state subsidies and lending to small and medium-sized businesses. In addition, business entities themselves can develop visual business plans to justify the need and expediency of attracting borrowed funds, financial calculation of the possibilities of real loan repayment. The development of small and medium-sized businesses can help restore the country's economy, as small and medium-sized businesses create new jobs, increase employment and the number of the economically active population, and

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ensure the growth of tax revenues to the budget. Despite the fact that small and medium business occupies a relatively small share in Russia's total GDP, it contributes to the employment of a fairly large number of the population, thereby reducing social tension. Therefore, its development is one of the priorities of the state economic policy. A large number of small and medium-sized enterprises, as well as a huge variety of specializations of companies increase the competitiveness of the economy.

*Keywords:* small business, medium business, entrepreneurship, entrepreneurship support, national program, business development, entrepreneurial activity.



I.  
1 )\*

2018–2021 . (

	2018 .	2019 .	2020 .	2021 .
	6 039 216	6 041 195	5 916 906	5 684 561
	5 751 885	5 771 626	5 675 756	5 450 261
	267 033	250 758	224 105	216 615
	20 298	18 811	17 045	17 685
	16 106 581	15 873 589	15 321 788	15 491 144
	7 029 955	7 522 729	7 429 623	7 519 074
	7 099 040	6 538 893	6 189 172	6 143 489
	1 977 586	1 811 967	1 702 993	1 828 581
	3 818	4 823	6 081	8 160
	2 574	3 595	4 742	6 696
	981	957	1 094	1 226
	263	271	245	238

\* [4]

40–50 % ).

2018 2021 .  
8 160 .

2 — 3 818 .

( . 2).

2021 .

2.

, % \*

	2018 .	2019 .	2020 .	2021 .
	30	31	31	37
-	12	12	12	13
	12	12	12	8
-	3	3	3	3
	18	18	18	19
	9	9	8	7
	12	11	11	9
	4	4	5	4
	100	100	100	100

\* [4]

2020 .  
 ),  
 [1].  
 2019 2021 . ( . 3, 4).

**3.** 2019–2021 . . \*

	10.06.19	10.06.20	10.06.21	(+; -)	%
				2021/2019 .	2021/2019 .
	280 436	273 065	265 608	-14 828	94,71
	7 898	7 159	6 965	-933	88,19
	592	560	580	-12	97,97
	288 926	280 784	273 153	-15 773	94,54

\* [4]

3,  
 95 % . (0,2 %).  
 10.06.2019 10.06.2021 . 14 828 ., 5,29 %.  
 7 898 . 6 965.  
 10.06.2021 10.06.2019 . 12 ., 2,03 %.  
 10.06.2020 . 20 .,  
 3,57 %.

**4.** 2019–2021 . . \*

	10.06.19	10.06.20	10.06.21	(+; -)	%
				2021/2019 .	2021/2019 .
	273 686	280 681	285 096	+11 410	104,17
	209 141	198 301	200 307	-8 834	95,78
	60 258	60 323	62 889	+2 631	104,37
	543 085	539 305	548 292	+5 207	100,96

\* [4]

4  
 95% . ( 50%).

11 410 ., 4,17%,





[2].

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«...»

(...).

2020 .

(...).

2020 .

[3].

1 2020 .

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(...);

(...);

(...).

SWOT- (...)

(...5).

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2020 .,

31.12.2020 .

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10

788,5 ;

(

)

(

)

35,0 %.

— 191,76

— 11666,51

, 2020 .

1607

2020 .,

103 %

2021 .

2019 . (28101,5 27287,3

).

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2020 .;

105%;

»),

(

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«

4,5

407

26.10.2021 .

60 . . ( 950 . . ).

700 .

179 165

3,3

42 120 — 2021 . (5 . . . ) .

2021 . . . ( . . . ) ,

» ( «

1 . . . , 2024 .

»

1. . . . / . . . , .— . . . , 2022. — 62 .
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3. . . . // .— 2020. — 8 (121). — /
4. . . . : [ . . . ] .— : rosstat.gov.ru/ ( : 10.03.2022).

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27 2022

5 2022