

Dashkevich Tatyana Viktorovna

master of economic sciences, senior lecturer,

Brest State Technical University,

Brest, Republic of Belarus

Nosko Natalia Viktorovna associate professor,

Brest State Technical University,

Brest, Republic of Belarus

FEATURES OF INTEGRATION OF THE SMALL AND LARGE ENTERPRISES

In the conditions of development of the market relations in the country among the tasks facing society, the important place is taken by business development as active form of economic activity.

In market conditions there is an objective need of integration, interaction of large and small business. For this purpose the companies can use the following main contractual forms of interaction:

- venture financing;
- license agreements;
- franchising agreements;
- subcontracting;
- outsourcing;
- leasing agreements.

Every way has the advantages and shortcomings [1]:

1. Leasing is a contractual agreement according to which the lessor transfers to the tenant the right to use a certain property for a certain term in exchange for the coordinated, periodic payments.

Three main subjects participate in the leasing transaction: the company making the equipment (the large enterprise), the lessor (the specialized leasing companies, divisions of banks), the lessee (small enterprise).

2. Subcontracting represents essentially new system of the relations between the consumer and the supplier. According to it the large enterprise on a contract basis transfers to the small specialized enterprise of an obligation for production of separate semi-finished products, spare parts for production released by major company. Often large enterprise places the order on which performance long term is required, it can deliver to small enterprise raw material resources, the equipment, services in training. Thus, rather steady relations of production are established [2].

3. The franchising is a system of the contractual relations of major and small companies in the field of sale. He assumes that one party (the large enterprise) for remuneration grants to other party (small enterprise) the right of use of a trade name, the trademark.

4. Venture financing. These are long-term and medium-term investments in type of loan or the stock acquisition which is carried out by venture fund for creation of small enterprise at implementation of the knowledge-intensive projects.

5. Licensing represents the form of the organization of the relations between the large company and small enterprise assuming transfer by the licensor of the right to the licensee for use of the production technology, the patent, a know-how in exchange for periodic and lump sums.

Thus, as a rule, licensing is applied in cases, when the licensor – the large enterprise and, respectively, the licensee – small enterprise. It is connected with that scales of business and size of the located resources don't allow small enterprise to get a necessary non-material asset at once; at the same time large company as a result of establishment of the long-term contract relations has an opportunity to control activity of small enterprise. The large enterprise for receiving the necessary intangible assets which are in property of small enterprise, as a rule, uses a method of single purchase.

6. The increase in orders from large producers is promoted by new strategy of production management – outsourcing. At the heart of this direction – search of options of transfer on production of part of the carried-out order to other performers provided that it will be cheaper, than independent performance of this work. Outsourcing called into question such universal indicator of effective work of the company as the specific income on one worker. The firm with a small number of employees can perform large volume of works, using services of outsourcers [2, 3].

The interaction which is carried out by the small and large enterprises allows to unite advantages and to level shortcomings of scales of small and large business. In the conditions of market economy cooperation of the enterprises is carried out on a voluntary mutually advantageous basis as a result of which the structure allowing to be engaged successfully in a production activity is created.

References

1. Interaction of small and large business. [An electronic resource]: <http://www.nisse.ru>, 12.04.2015.
2. Dashkevich, T.V. Research of opportunities and ways of integration of the small and large enterprises // Messenger of BRGTU. – No. 3(69): Economy. – Brest, RB, 2011. - Page 49-51.
3. Small business in Belarus. [An electronic resource]: [http:// www.belstat.by](http://www.belstat.by), 28.04.2015.