

## **Strategies of small business development based on franchising**

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**Research methodology.** With the use of systemic analysis the identification and systematization of existing approaches and models that are used when forming business development strategies were carried out. Due to the method of interpretation the specificity of use of basic business strategies, if their modifications are necessary, was revealed. Using the factor analysis the peculiarities of the formation of development strategy of small business on the basis of franchising were defined.

**Results.** The essence of interdependent tasks that are the foundation of creating and implementing strategies of small business was defined. It was proved that for the formation of realistic strategies of small business development on the basis of franchising it is necessary by form the strategic goal of the enterprises to choose the basic strategy and then modify it depending on selected priorities, criteria of efficiency and effectiveness and specified limitations.

**Novelty.** The features of use of basic approaches and models of strategic management during the solving of tasks of the formation of the strategy of small business on the basis of franchising were disclosed.

**Practical significance.** Based on the proposed approach for solving the tasks of strategic management in terms of introducing innovative forms of business managers one can use as a basis for planning basic strategies that are the basis of the strategic plan of the enterprise, but their use requires specification of strategic goals, election of priorities, criteria and restrictions, setting of numerical parameters of managerial decisions with the help of which the set strategic goal will be achieved.