

ANALYSES AND STRATEGIES OF SME

Ilda Kadrimi¹, Amanda Vrioni², Eni Boçi³

¹Albanian University, Albania, E mail: ildakadrimi87@yahoo.com

²Albanian University, Albania, E mail: amanda.vrioni@yahoo.com

³Albanian University, Albania, E mail: eni.bo@hotmail.it

Abstract

The development of the private sector is crucial in ensuring the continuation of the economic growth. Certainly, due to the fact that the majority part of the private sector consists from the small and medium enterprises, it is understandable that the multidimensional support of their development is in the centre of the development philosophy of this sector. The development of the small and medium enterprises is a primary element to create a sustainable economic development, poverty reduction and diminishing of the social problems by bringing a fairer distribution of incomes and increase of employment. Under such circumstances, the small and medium enterprises, being important contributors in the economies of many countries are confronted with new opportunities and challenges in the local and global markets. To this paper, there have been treated the challenges with which the SMEs are being confronted in a market which is becoming more and more dynamic and their strategies to catch the possibilities and eliminate the threats that they come across, by analysing a series of factors that if being properly taken into consideration may count on the success or survival of a small or medium enterprise. The study starts from the nowadays developments in the world and their effect in the activity of the small and medium enterprises up to the main factors of the entrepreneurs to build a successful business, illustrating the later by citing the most well known researchers on the field. Furthermore, there has been analysed the activity of the SME in the Albanian market together with the peculiarities that they have on the frame of their operation in a country being under development like Albania, and with a lot of challenges on becoming member of the European Union. All these have been accompanied with practical recommendations and suggestions for the new generation of entrepreneurs, aiming to give a modest contribution in the further development of this sector in Albania.

Keywords: *The small and medium entrepreneurs, globalization, the skills of entrepreneurs, regulatory framework, regional network of SME, the government of corporation*