

THE ROLE OF SMALL AND MEDIUM ENTERPRISES IN THE MARKET DEVELOPMENT IN KOSOVO

Nerimane Bajraktari¹, Ali Ahmeti², Refik Humolli³

¹Universiteti i Prizrenit “Ukshin Hoti” – Fakulteti Ekonomik, Programi Menaxhment
Ndërkombëtar,

²“Passable” Prishtine – Menaxher Marketingu,

³“Passable” Prishtine – Drejtor Ekzekutiv,

Abstract

In Kosovo 90% of the businesses are small and medium businesses and they contain the main factor of economic development of Kosovo. Kosovo is oriented towards a market economy and has a proactive approach in the development of small and medium businesses for a sustainable economic development. Those that hear the word “business” and automatically thinks of big corporations like Coca Cola, IBM, Sony, Toyota, BMW, etc. those that are symbols of the industrialized world of the modern society and of the developed economy of a country, do not notice a component of the business world or the small business as a main pillar of national economy. Small businesses is the basis of an economic system of a free enterprise. For a lot of people owning a small business because of the big freedom and financial income that it brings, is pretty appealing. Moreover, some have dreamed all their lives because they did not have the proper education, experience and enough money or simply said: they are scared of failing. Others do not familiarize with the idea that they can change their live; that they belong to a group of people that can own a business. But for some, because they have been fired from their jobs and could not find other ways of making money to survive, starting their own business is an economic need. Whatever the reason, owning a business, maybe, contains one of the most challenging, fun things that are more enforced and rewarding. However, starting a new business contains dangers and challenges.

Keywords: *business, management, economy, development*