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PROBLEMS AND PROSPECTS OF DEVELOPMENT OF SMALL AND MEDIUM ENTERPRISES IN IVANO-FRANKIVSK REGION

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Abstract. In the article is analyzed the main trends of entrepreneurship development in Ivano-Frankivsk region. It is compared the situation with similar processes in Ukraine. It is defined the main problems of enterprise development in the region and the reasons of their occurrence and distribution. It is suggested the substantiated proposals to improve the existing situation by increasing investment activity in the business. Identifies possible directions for attracting additional sources of funding for innovative developments in modern enterprises.

Keywords: small and medium enterprises, entrepreneurship, attraction of investments, development prospects, monitoring.

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