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**Business development in the Republic of Kazakhstan**

**Abstract**

*Key issue*: One of the key areas of national economic development in the context of globalisation, the government of the Republic of Kazakhstan in the current crisis, is strong government support for small business development. A characteristic feature of small business is the limited financial resources. Capital is needed at the stage of setting up and starting a business, and later for financing and carrying out day-to-day operations. One of the most important problems of modern business is finding an appropriate source of finance. Support for small business is a priority in the anti-crisis programme.

*Objective*: to examine ways of government support for SMEs.

*Methods*: The article used methods of analysis and processing of information, also considered the most relevant at the moment ways of development and support of business environment,

Results and relevance: The main distinguishing feature of the development of own business or entrepreneurship in Kazakhstan is that it is a key factor in the development of the economy and has a long-term character. If the appropriate conditions are created to provide comprehensive support for small and medium-sized businesses at the national and regional levels and to provide opportunities for their relative risk-free financing and for extracting a normal rate of return, then the funds of investors will inevitably flow into small and medium-sized businesses, thus facilitating not only the establishment and development of the latter, but also increasing on this basis the efficiency of the economy as a whole. The state support mechanism has been developed for the successful rise of small business in the Republic of Kazakhstan, and it includes three elements:

* Laws, regulations and plans aimed at supporting small businesses;
* the state's institutional structures, which are responsible for effectively governing and implementing
* the state policy on the establishment of small businesses;
* the national infrastructure for the coordination of small business, which consists of trade and non-trade corporations for the promotion of small businesses.

*Key words*: entrepreneurship, economy, development, prospects, analysis, state

support, incentives.

**Introduction**

Without well-developed SMEs it is difficult to speak of a stable macroeconomic situation of states. As a consequence, since the dawn of independence, small and medium business has been identified in Kazakhstan as the most important sector of the economy. Comprehensive support for small and medium-sized businesses has always been a priority of state policy. Thanks to this, despite the country's difficult economic situation in the 1990s, the number of SMEs was constantly growing.

Today, almost 840,000 SMEs are registered in the country. This sector contributes around 30 percent of the country's GDP.

Kazakhstan's business is a sector of the economy that was literally spawned by reforms. The year 1997 could be safely described as a period when the President's Decree No. 3589 of 07.07.1997 "On Regional and Priority Programmes for Small Business Support and Development in the Republic of Kazakhstan" was adopted. Since then its priority development has been an integral part of state policy, and most of the cardinal changes in society have been associated with it.

State business policy in the Republic of Kazakhstan is aimed at the formation of a middle class through the development of small business focused on the creation of new high-tech industries with the highest added value.

The Government of the Republic of Kazakhstan, the central and local executive bodies through the system of state support assist in obtaining modern equipment and technology by business entities, develop and implement measures to create a network of technology parks, leasing centres, small innovation centres, venture capital firms and other infrastructure facilities created to support business entities.

Small business in Kazakhstan is not only an indispensable component in the organisation of a market economy, but also a particularly important component in the social restructuring of the community. It helps to maintain competitive activity in the economy, creates an innate social protection of the social order, and develops a new social stratum of society.

Small business is one of the leading sectors, in particular determining the rhythms of economic growth, the employment structure of the entire population and the nature and condition of the gross national product.

A small business enterprise is an independent economic entity with the rights of a legal person, which manufactures and sells goods, performs works or provides services through the use of its assets. It may engage in any economic activity not prohibited by the law of the Republic, it has the rights of a legal entity, an independent balance sheet, current and other bank accounts, and a seal with its own name.

**Materials and methods**

The leading criterion on the basis of which an enterprise is considered to be a small business is the average number of employees in a certain section of the reporting period. Such data as the size of the share capital, volume of assets, profit (income) can also be taken into consideration. According to the World Bank, there are roughly 50 indicators by which companies are equated with small businesses, but still in all prospective countries the distinguishing criterion is the number of employees.

In Kazakhstan, the standards are as follows:

* Small businesses have up to 50 employees;
* Medium-sized businesses have up to 250 employees;
* Large businesses have 250 or more workers.

Small business development plays an important role in the sustainable economic progress of the country. In Kazakhstan, small business development has a special function. Talking about the content of Kazakhstan-2050 Strategy, Nursultan Nazarbayev stated: "Domestic entrepreneurship is the driving force behind the new economic course. The share of small and medium businesses in the economy should at least double by 2030. First, we must create the conditions for people to try their hand at business, to become a full-fledged participant in the economic transformations taking place in the country, and not wait for the state to solve all problems for them. It is important to raise the general level of business culture and stimulate entrepreneurial initiative.[2]

For the successful rise of small business in the Republic of Kazakhstan, a mechanism for state support has been worked out; it includes three elements:

- Laws, regulations and plans aimed at supporting small businesses;

- the institutional structures of the state, which are obliged to effectively govern and implement the state policy for small business development;

- the national infrastructure for small business co-ordination, which consists of trade and non-trade corporations for the promotion of small businesses.

Nothing less than small businesses, which require no extensive initial investment and have a high rate of revenue cycle, can quickly and cost-effectively determine the problems of restructuring the economy, education and market saturation with consumer goods. Small businesses are able to respond effectively to variations in consumer demand and thereby balance the consumer market. Small businesses contribute to the development of new jobs, thus alleviating the problem of growing unemployment. Small businesses contribute to the formation of a competitive sphere, which in our highly monopolized economy is of great importance.

The following features are characteristic of a small business:

* legal independence;
* the management of the enterprise by the owner of the capital;
* low initial capital formation;
* a workforce of up to 25 people, which facilitates the establishment of qualified communication.
* Because of their nature, small businesses differ in their management:
* A high degree of personalisation of management, as the business owner rules the revenues at his or her personal discretion, which defines the business as dependent on his or her organisational talents;
* lack of strategic distribution and regulation. The business owner must constantly deal with the resolution of current tasks, so he does not have the chance to form and implement medium- and long-term plans for the organisation;
* high dependence on external factors: credit corporations, government structures, commodity markets, consultants, etc;
* lack of material resources, due to which a huge share of established businesses are obliged to close down in the first year.

The emergence of small business in the Republic of Kazakhstan occurred during the transition to a market economy.

**Results**

To date, the Republic of Kazakhstan has developed all conditions for a successful small and medium-sized enterprise process. The implementation of a purposeful and consistent policy of the country to promote small and medium-sized businesses appears to be one of the leading advantages of economic development of the state.

Overall, it can be noted that the country's state support for SMEs is multilayered: measures are taken to reduce the tax burden, property and assets are legalised, a range of measures are implemented to facilitate access to credit, administrative procedures and permits are simplified, and regional SME support centres are being established in both urban and rural areas.

**Discussion**

Nevertheless, entrepreneurship in Kazakhstan continues to face serious difficulties that require consistent work, primarily on further improvement of legislation, financial support for small businesses, increasing the effectiveness of regional programmes for SME development, elimination of administrative barriers and overcoming corruption. In this regard, the topic of this paper is of particular relevance.

There are a number of factors that hamper the emergence of small and medium-sized businesses as the foundation of the economy.

First. For a number of years trade and intermediary activities for employers seem to be the only profitable way of creating, as well as circulating, monetary capital. The turnover of the person of a small enterprise from the sale of goods, sales services accounts for over 60% of its total income.

Second. The contingent of private entrepreneurs and peasant farms, which carry out their activities in the configuration of a natural person, represents more than 2/3 of the total number of working small businesses in the state. However, their size does not contribute to the economic productivity of the SME sector. The low level of turnover of private entrepreneurs and peasant farms from the sale of goods and services indicates the low efficiency of their work.

Third. There is a declining trend in the number of newly formed small businesses, while the number of small businesses that are no longer active is increasing. At the same time, of the total number of registered small businesses, only 38% are actively operating, i.e., improving economic activity.

Fourth. The value of fixed assets reflected in the balance sheet of small businesses was only 4% of the total value of fixed assets (funds) of all market participants. The small degree of capital equipment of small businesses does not allow them to increase the volume of mortgages and expand credit to small and medium-sized businesses against guarantees of fixed assets.

Fifth. Low concentration of the population in Kazakhstan is the reason for the small and medium-sized businesses' limited market size.

Sixth. Imperfection and inconsistency of the normative-legal acts regulating various parties of industrial and economic activity of subjects of small business promote growth of administrative, barriers to improvement of small and average business and promote its transformation into the shadow economy. [1]

Small entrepreneurship, reacting promptly to changes in market conditions, gives the economy the necessary flexibility. Small businesses are able to respond quickly to changes in consumer demand and thus provide the necessary balance in the consumer market. Small businesses contribute significantly to the formation of a competitive environment, which in our highly monopolized economy is of paramount importance.

The SME sector has been traditionally dominated by individual entrepreneurs working in trading activities and areas that do not require high qualifications. At the same time, the transition to the production of products with high added value, the introduction of mechanisms of innovative, efficient production ("Kazakhstan 2050") is considered to be a global trend.

According to the Asian Development Bank, individual entrepreneurship in the Republic of Kazakhstan demonstrates low productivity. The annual output per employee in the IE is $3,000, while in small and medium-sized enterprises it is $27,000.

One of the directions of entrepreneurship development is the development of public-private partnerships, which will allow attracting private funds for the implementation of innovative projects, creating conditions for the implementation of business projects of both national and regional importance. The main priority of public-private partnership development is that public authorities determine the main forms and directions of interaction with private business.

The state has a significant direct or indirect impact on the development of the private sector of the economy, acting both as an economic partner and as a regulator. State guarantees to support public-private partnerships are the necessary foundations for their implementation.

The role of public-private partnerships is to reduce business and investment risks in the areas of research and development, dissemination of new technologies, development of transport, energy and communal infrastructure.

Within the framework of the public-private partnership it is necessary to further consolidate business. To solve this problem in Kazakhstan, the National Chamber of Entrepreneurs of Kazakhstan operates, which has become a reliable and competent partner of the Government. [1]

The number of citizens who decide to run their own business depends directly on the conditions created by the state for the development of small and medium-sized enterprises. According to the survey results, successful development of small and medium-sized businesses requires

* to change the rules of registration, licensing, certification, etc. (75.0% of respondents);
* to improve the taxation system for entrepreneurs (62.5%);
* to improve financial and credit regulation (56.3%);
* simplify reporting and accounting (25.0%); ensure business security (25.0%)
* Improve information provision for citizens working in the area (25.0 %)
* To improve leasing services (6,3 %).

According to experts, it is possible to expect major successes in the development of Kazakhstan's small and medium-sized businesses in the coming years. One of the main reasons for the slow progress of SME reforms in previous years was people's disbelief in small business as a permanent job that provides a stable and long-term income. Now, however, there is more stability and people's beliefs are changing, so it is now that state support can yield significant results," the surveyed experts said.

Further development of small business to create new jobs, saturation of the commodity market with domestic goods and services and increased innovation activity of business entities, as the experience of developed countries shows, is impossible without special measures of state support.

The implementation of the programmes' priority measures is primarily aimed at solving the problems hampering the development of small businesses:

* insufficiently developed infrastructure to support small businesses
* poor discipline in enforcing existing legislation at the local level;
* extremely complicated taxation and tax inspection systems;
* limited access to loans for the purchase of fixed and working capital
* complicated procedure for the acquisition of idle production premises in communal property by small businesses engaged in the real sector of the economy and extremely high rents;
* absence of a coherent system of personnel training and information support for small businesses;
* organisational problems of interaction between small businesses and government agencies;
* administrative barriers to the development of small businesses.

Thus, we can conclude that the foundation of a well-developed state system of business support should consist of

* an optimal legislative and regulatory framework defining the goals of the state policy and regulating the whole range of issues related to entrepreneurial support;
* development and implementation of a system of state programmes for financial, technological, informational, consulting, and personnel support;
* a combination of direct and indirect measures to support small businesses;
* a system of specialised institutions to support small businesses, both at the state level and at the level of large nationwide public organisations;
* growth of real incomes of the population, as only demand from the population generates supply of goods and services to SMEs;
* Flexibility of the system of priorities and diversity of forms of state support with coherence and consistency of measures;
* interaction of the various levels of government with unions and associations expressing the interests of entrepreneurs;
* Significant improvement in the system of accounting and state statistics for small businesses;
* carrying out an educational and propaganda campaign.[3]

**Conclusion**

In conclusion, the main distinguishing feature of the development of self-employment or entrepreneurship in Kazakhstan is that it is a key factor in the development of the economy and has a long-term character. The surge in the number of SMEs leads to many positives, first and foremost, an increase in the number of people working in them, which leads to a reduction in unemployment and a strengthening of the country's economy.

Consequently, it will lead to a greater use of the innovation potential, its stimulation, development of such forms of interaction as joint production, fulfilling governmental orders, leasing, franchising and venture financing, they will help to create a sustainable functioning of the market economy of the Republic of Kazakhstan, with a strong entrepreneurial class as a main pillar.

Small business is an integral part of the market economy that has an impact on the economic development of the country. Small enterprises form the backbone of small business. Small enterprises are an integral part of the whole mechanism of pulling the economy out of crisis and the forthcoming growth of reproduction.

The productivity of small business depends on state economic support and the efficiency of the enterprise itself, as well as the competitiveness of the products created.

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**Аннотация**

*Основная проблема*: Одним из ключевых направлений развития национальной экономики в условиях глобализации, правительством Республики Казахстан в условиях сложившегося кризиса, является весомая государственная поддержка развития малого предпринимательства. Характерной особенностью малого предпринимательства является ограниченность финансовых ресурсов. Капитал необходим на стадии организации и открытия дела, а в дальнейшем для финансирования и осуществления текущей деятельности. Одной из важнейших проблем современного бизнеса является поиск и нахождение соответствующих источников финансирования. Поддержка малого предпринимательства - приоритетное направление антикризисной программы.

*Цель*: изучить способы государственной поддержки для субъектов МСБ.

*Методы*: В статье были использованы методы анализа и обработки информации, также рассмотрены наиболее актуальные на данный момент способы развития и поддержки бизнес-среды,

*Результаты и их значимость*: Главной отличительной чертой развития собственного бизнеса или предпринимательства в Казахстане является то, что оно имеет ключевой фактор развития экономики и долгосрочный характер. Если создать соответствующие условия, обеспечивающие комплексную поддержку малого и среднего бизнеса на общегосударственном и региональном уровнях, и возможности для его относительного безрискового финансирования, извлечения нормальной нормы прибыли, то денежные средства инвесторов неизбежно устремятся в малый и средний бизнес, содействуя тем самым не только становлению и развитию последнего, но и повышению на этой основе эффективности экономики в целом. Для удачного подъема малого предпринимательства в Республике Казахстан был выработан механизм поддержки государства, он включает в себя три элемента:

* законы, нормативно-правовые акты, планы, нацеленные на поддержку субъектов малого бизнеса;
* институциональные структуры государства, обязанные эффективно править и осуществлять
* государственную политику по становлению малого предпринимательства;
* национальная инфраструктура координирования малого бизнеса, которая состоит из торговых и неторговых корпораций по содействию предприятиям малого бизнеса.

*Ключевые слова*: предпринимательство, экономика, развитие, перспективы, анализ, государственная

поддержка, стимулирование.

**Аннотация**

*Негізгі проблема*: жаһандану жағдайында ұлттық экономиканы дамытудың негізгі бағыттарының бірі, қалыптасқан дағдарыс жағдайында Қазақстан Республикасы Үкіметінің Шағын кәсіпкерлікті дамытуды мемлекеттік қолдауы болып табылады. Шағын кәсіпкерліктің өзіне тән ерекшелігі-қаржы ресурстарының шектеулі болуы. Капитал істі ұйымдастыру және ашу кезеңінде, ал кейіннен ағымдағы қызметті қаржыландыру және жүзеге асыру үшін қажет. Қазіргі бизнестің маңызды мәселелерінің бірі-қаржыландырудың тиісті көздерін іздеу және табу. Шағын кәсіпкерлікті қолдау - дағдарысқа қарсы бағдарламаның басым бағыты.

*Мақсаты*: ШОБ субъектілері үшін мемлекеттік қолдау тәсілдерін зерделеу.

*Әдістері*: мақалада ақпаратты талдау және өңдеу әдістері қолданылды, сонымен қатар қазіргі уақытта бизнес-ортаны дамыту мен қолдаудың ең өзекті әдістері қарастырылды,

*Нәтижелері және олардың маңыздылығы*: Қазақстанда өз бизнесін немесе кәсіпкерлігін дамытудың басты ерекшелігі оның экономиканы дамытудың негізгі факторы және ұзақ мерзімді сипаты болып табылады. Егер біз жалпы мемлекеттік және аймақтық деңгейлерде шағын және орта бизнесті жан-жақты қолдауды және оны салыстырмалы түрде тәуекелсіз қаржыландыру, қалыпты табыс алу мүмкіндіктерін қамтамасыз ететін тиісті жағдайлар жасасақ, онда инвесторлардың ақшалай қаражаты сөзсіз шағын және орта бизнеске асығады, осылайша соңғысының қалыптасуы мен дамуына ғана емес, сонымен бірге осы негізде тиімділікті арттыруға да ықпал етеді жалпы экономика. Қазақстан Республикасында Шағын кәсіпкерлікті сәтті көтеру үшін мемлекетті қолдау тетігі әзірленді, ол үш элементтен тұрады:

* шағын бизнес субъектілерін қолдауға бағытталған заңдар, Нормативтік-құқықтық актілер, жоспарлар;
* тиімді басқаруға және жүзеге асыруға міндетті мемлекеттің институционалдық құрылымдары;
* шағын кәсіпкерлікті қалыптастыру жөніндегі мемлекеттік саясат;
* шағын бизнеске жәрдемдесу үшін сауда және сауда емес корпорациялардан тұратын шағын бизнесті үйлестірудің ұлттық инфрақұрылымы.

*Түйінді сөздер*: кәсіпкерлік, экономика, даму, перспективалар, талдау, мемлекеттік

қолдау, ынталандыру.