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FEATURES OF THE ORGANIZATION OF BUSINESS PROCESSES OF A SMALL BUSINESS ENTITY

The article examines the theoretical foundations of improving the organization of business processes of a small business entity.

In modern conditions of economic development, characterized by active digitalization, instability of the market environment and increased competition, the problem of effective organization of business processes of small business entities is of particular relevance. The small business system plays an important role in shaping economic activity, ensuring employment of the population, development of competition and prompt response to market needs. At the same time, the limited financial, human and technological resources lead to continuous improvement of internal processes of activity. That is why the organization of business processes is exclusively one of the key conditions for ensuring the efficiency of the functioning of a small enterprise, increasing its adaptability to external changes and competitiveness.

The practical significance of the problem arises in the fact that rationally organized business processes make it possible to reduce unproductive costs, speed up the execution of operations, improve internal coordination and improve the quality of interaction with customers. From a scientific perspective, the relevance of the topic is associated with ensuring the clarification of approaches to organizing business processes, taking into account the specifics of small businesses, which operate under resource constraints, high flexibility, and are constantly changing from digital solutions.

Scientific approaches to the interpretation of the essence of business processes are generalized, and their role in ensuring the efficiency of a small enterprise is determined. The main directions of business process improvement are systematized, including optimization, automation, digitalization, customer orientation and simplification of management procedures. It is substantiated that the integrated combination of organizational and digital management tools contributes to more efficient use of resources, better customer service and stronger competitive positions of a small enterprise.

Keywords: organization of small enterprise business processes; process approach; optimization of operational processes; digitalization of business processes; management automation; customer orientation.