

The role of SME in the market development in Kosovo

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Abstract

Small and medium businesses make 90 % of all businesses in Kosovo and are the main factor of economic development. 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.

When thinking of “business”, people automatically think of big corporations like Coca Cola, IBM, Sony, Toyota, BMW, etc. which are symbols of the industrialized world of the modern society and of the economy of a country, but do not notice a component of the business world or small business as a main pillar of national economy. Small business is the basis of a free market economy. Whatever the reason, owning a business, contains one of the most challenging things that are rewarding. However, starting a new business contains dangers and challenges. In this context, main purpose of this paper is the analysis of SME in the market development of Kosovo.

Keywords: business, management, economy, development.

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