

DYNAMICS OF PRODUCTION FOR THE ENTERPRISES WITH PRIVATE OWNERSHIP: CASE STUDY

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ABSTRACT

The last decades of great political, economic and technological changes, also the role of the state, free market competition, and the internationalization of businesses, have made the environment in which operates businesses to be quite complex. However, regardless of the environment in which business operates, specialized for a limited number, they will be subject to competitive pressures and this is why competitive strategy problems are especially important for growth of small and medium economic subjects.

Through the strategy, business executives need to answer questions, for example: where they are, where they should arrive and what to undertake to achieve certain goals. Conceptually, the strategy sets out the definitions of the market, competition, customer needs, technology, demographic changes and a large number of other factors that determine the strategic formulation of action. Given that, small and medium enterprises today represent more than 98% of companies in the EU, and as a result, many national organizations for export promotion are increasingly necessary to support the small sector of the economy as an incentive for the creation of new values through development programs, which are characterized by flexibility and innovation.

In this international scientific conference, we will represent the working strategy of the private company "Ing. Luli" from Struga, Republic of Macedonia, also we will show the real possibilities of the company and at the same time most important its contribution to the regional development.