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FORMATION OF YOUTH ENTERPRISE IN UKRAINE AND ANALYSIS OF FACTORS INFLUENCE ON ITS DEVELOPMENT

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Abstract. *The article defines the importance of small and medium business development for the economy. A special place in business development is occupied by youth entrepreneurship, which is an important element of the formation of the middle class. The reasons for unsatisfactory statistics were revealed, regarding the formation of one's own business among young people, as well as the strengths and weaknesses. Knowing the constraints, the main ways to stimulate and activate the development of support for youth entrepreneurship were proposed.*

Keywords: *entrepreneurship, youth entrepreneurship, youth, constraints, small and medium-sized businesses, youth employment.*

In the development strategy of Ukraine, the government identified the main directions of the country's development, including the need for modernization of the country, building an innovative economy and creating entrepreneurial infrastructure. Today the topic of entrepreneurship in Ukraine is relevant. This is directly linked to the development of small and medium-sized businesses, as well as the promotion and promotion of entrepreneurship among young people. It is worth noting that the development of small and medium-sized

businesses is very important both from the side of job creation and from the point of view of economic advantages that allow to compete successfully with big business. These include: rapid turnover of funds; cost savings by reducing maintenance costs of the control unit; interchangeability of employees; flexibility and ability to quickly adapt and respond to changes in the environment; increased propensity to innovate; the ability to take risks. A special place in the economy of the country is occupied by youth

entrepreneurship, as it is a tool for overcoming the global problem - the problem of youth unemployment, which has become more acute in our country recently. Youth is the main partner of the state, the potential of economic and innovative development of the country, but empirical studies of scientists indicate a low entrepreneurial activity among young people and a low level of income of young entrepreneurs. Therefore, attention should be paid to identifying the factors that influence the slow development of youth entrepreneurship and the reasons for the low profits of entrepreneurs.

The purpose of the study is to substantiate the importance of creating entrepreneurship for young people, and to analyze the factors influencing the development of youth entrepreneurship.

Entrepreneurship is an economic activity that aims to make a systematic profit. Entrepreneurship is the main driving force behind the experience of foreign countries. However, if you analyze the statistics, you can see that Ukraine is far from leading, including the rating of the Entrepreneurship and Economic Development Index compiled by the Global Entrepreneurship Monitor Consortium. With regard to youth entrepreneurship, it is a special sphere of social relations, which includes both economic and youth policy of the state. The Ukrainian government is actively

supporting youth entrepreneurship, but the issue is not legally regulated.

It is possible to identify the main problems that young people face when starting their own business, namely:

1. lack of experience, that is, they do not know how and where to start a business;

2. lack of financial base, even if they have their own project, they are not able to put it into practice;

3. lack of education, that is, even if young people have the basics of economic knowledge, they lack knowledge in the field of entrepreneurship.

To overcome the above problems, the following measures are needed to support and develop youth entrepreneurship in our country:

1. creation of stable legislation that would serve as a basis for building a system of support for youth entrepreneurship;

2. increasing the financing of young entrepreneurs' business projects;

3. reduction of tax and credit rates, which would be an incentive to create your own business project;

4. support in promotion of goods (works, services) produced by the subjects of youth entrepreneurship.

On the whole, it is young people today that are the basis on which the economy should rest, and without a solid foundation, the development of the whole country is impossible.

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