

NATIONAL STRATEGY DEVELOPMENT AND MANAGEMENT OF SMALL AND MEDIUM ENTERPRISES FOR SOUTH-WEST REGION IN MACEDONIA

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ABSTRACT

The strategy of the economic development is closely tied with the business development, because it constitutes one of the strongest segments for one state, which as an objective has the creation of a positive-encouraging climate for the implementation of the investment politics and the export through the production which is focused in the human resources, in way that the managers to increase the competition and the survival of their enterprises and the investments with high technology - novelties that change the organizational culture, enabling a life quality for the community or our society. This experience is needed for a successful management strategy. These reforms are closely related to the market liberalization, the macroeconomics stability and the functioning of a market economy where the purpose is the economic efficiency and the competitive ability to be involved in the European Union. The EU does efforts such as in the moderated world, for a positive move for the Western Balkan countries that are less developed through the stabilization and association process (PSA) related to SMEs launched in 1999.

In this paper on this international conference we aim to present business data for the last six years, and also the business results of the company from the private sector in **South-West Planning Region**, Republic of Macedonia.

KEYWORDS: EU, SMES, South-West Planning Region, Private Sector, Production, Strategy