PLANNING THE DEVELOPMENT OF A WEB APPLICATION FOR ASSESSING INVESTMENTS IN MICRO- AND SMALL BUSINESS

Lobach O., Lozinska A.
National Technical University
«Kharkiv Polytechnic Institute»,Kharkiv

The paper considers planning the development of a web application for assessing investments in micro- and small businesses, which will be very relevant at this time, as competition in many business areas is becoming more and more intense every year. Competitors try to replicate and improve any new idea. That is why it often happens that a new business, or even one that already exists, cannot withstand competition. In addition, the number of problems faced by businessmen has only increased since the start of the full-scale Russian invasion. According to the survey of enterprises "Ukrainian Business during the War" conducted by the Institute for Economic Research and Policy Consulting in 2022, 62% of micro- and 43% of small enterprises in Ukraine stopped exporting and were unable to resume it [1]. As a result, any tools that allow you to analyze how you can improve your business idea, increase profits, or at least avoid losing money are becoming increasingly popular. A study of micro-, small and medium-sized businesses in Ukraine was conducted in October-November 2021, bringing together representatives of business associations, business education, economists, etc. According to the study, the main problems faced by microbusiness owners include a lack of loans/sources of funding, a shortage of skilled labor, and high labor taxes. These problems are also the most significant for small businesses [2].

The web-based application to be developed for assessing investments in micro- and small businesses will allow to calculate a financial plan, compile basic reports on total expenses, profit and loss, and cash flow. Determine investment performance indicators, such as: NPV, IRR, PI and DPB, which will allow to assess the feasibility of the invested funds. The web application will be implemented for computers, laptops, and smartphones using the React.js library for the JavaScript programming language and the Node.js software platform. MongoDB will be selected as the database.

The web application is planned for three categories of users: people with a business idea, business owners and investors. For the former, the app will provide an opportunity to improve the idea, analyze its viability and prove the need for investment. For business owners, the web application will allow them to analyze their business, make certain decisions and possibly increase profits. Investors will benefit from the app because they will be able to check the need to invest in a particular business on their own, which will ensure transparency and reliability.

References:

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2. Development Of Micro-, Small And Medium-Sized Business In Ukraine By 2030. Analytical report. Kyiv: *United Nations Development Program in Ukraine*, 2022. 60 p.