

SMALL AND MEDIUM ENTERPRISES IN ALBANIA AND FACTORS IMPACTING THEIR GROWTH

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ABSTRACT

SMEs are considered as the general motor for the economy of a country. They are a source of employment, competition, economic dynamism and innovation; stimulate the entrepreneurial spirit and develop skills. In Albania the sector of small and medium enterprises is very important and includes businesses from 1 to 250 employees. It contributed 67.7% to the country's economic growth in 2013 and remains the largest employer. By sector, small and medium-sized enterprises are headed by trade, accommodation and restaurants, to continue with manufacturing and construction. The development of new SME brings new people to the workforce, adds new taxpayers, products and services to domestic, regional and global markets. Literacy review shows that there are many factors that determine the success and growth of a firm. Sales have been identified as a key factor in the survival of a firm and its development in a competitive environment. Considering the important role of the SMEs in the economic development of a country this study gives a short view of the SMEs activity in Albania and analysis the main factors that affect the SME's sale. In order to obtain the result a hypothesis is developed in this regard. A quantifiable research method is carried out to test the hypothesis of the study in order to have a complete and accurate feedback. Specifically, the study uses survey of SMEs located in the area Tirane-Durres of Albania. Questioners are completed by the representatives of SMEs. The SME selected in the study are specialized and operates in the agriculture sector.

Keywords: Factors, SMEs growth, Sales, Albania.