Opportunities and Challenges Faced by Small and Micro Enterprises
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Abstract
In today's global economic integration, as the new force of economic development, small and micro enterprises play an increasingly important role in stabilizing employment and coordinating the development of all aspects of society. At the same time, we have noticed that the business environment of small and micro enterprises is not ideal for various reasons, and many factors have seriously affected and restricted the survival and development of the majority of small and micro enterprises. How to guide small and micro enterprises out of the predicament and step into the road of healthy development is the urgent task at present.

Keywords
Small and micro enterprises; Employment; Problems; Countermeasures.

1. Development status of small and micro enterprises
If we use the "pyramid" shape to describe the enterprise structure of our country, the large number of small and micro enterprises is the tower base and tower bottom supporting the pyramid. According to statistics, there are more than 20 million legal persons of small and micro enterprises and more than 60 million individual industrial and commercial households in China, which have solved 80% of the national employment, brought about about 70% of patent and invention rights, and more than 60% of GDP are contributed by small and micro enterprises, and more than 50% of the tax revenue is completed, which plays an important supporting role in the national economy. The total number of small and micro enterprises accounts for more than 99% of the total number of enterprises in China, absorbing more than 90% of the new labor force in China, providing employment, and promoting the economy to rise against the trend.

Nowadays, China's small and micro enterprises have the following characteristics: small production scale, relatively single product or service varieties, limited to specific regions to occupy market share, with distinct regional industrial characteristics. Different from large and medium-sized enterprises, small and micro enterprises have few employees, weak economic foundation, low profit level, insufficient working capital, weak self blood generating function, weak production stability and sustainable operation ability. Some enterprises are faced with great pressure due to lack of funds when maintaining simple reproduction or accumulating sufficient funds for equipment renovation and transformation The capital chain is broken and difficult to sustain. According to statistics, in China, nearly 30% of all small and micro enterprises disappear within two years after their establishment, and 60% within four to five years.
2. Main problems in the development of small and micro enterprises

In the modern corporate governance structure, small and micro enterprises have inherent deficiencies, imperfect organizational structure, unclear department responsibility boundary, unscientific decision-making rules and procedures, opaque information, no due sense of social responsibility, indifference to stakeholders, weakened incentive mechanism and supervision mechanism, and no standardized overall management level. The problems are as follows:

1. The main problems faced by small and micro enterprises are difficult transformation, lack of talents and loose management. There are few personnel, lack of funds and low level of information management. In the management of small and medium-sized enterprises, the main problems encountered by small and medium-sized enterprises are the transformation of enterprise Internet, daily personnel management and daily sales management.

2. The main challenge faced by small and micro enterprises is the lack of management awareness and ability. The daily management of enterprises is a big problem. Small and micro business owners have weak management awareness and management ability, and they are weak in Internet transformation and strengthening management. In the long-term and ultra-high-speed development of China's market, many small and micro enterprises can not keep up with the overall rhythm, and their management knowledge has caused many management blind spots, which has a great impact on the affiliated enterprises.

3. Small and micro enterprises lack of information construction. Because of its fast, comprehensive and network interconnection, information technology can greatly improve the production efficiency and bring various conveniences to enterprises. However, most of the small and micro enterprises in China are in the stage of informatization construction and basic application. Only about 10% of enterprises introduce software or application in financial management or human resource management. There is a general lack of understanding or application of Internet and cloud computing office methods.

3. How to promote and speed up the development of small and micro enterprises

3.1. Raise awareness:

Speeding up the development of small and micro enterprises can not only promote the optimization and adjustment of economic structure, change the development mode, but also benefit the people's livelihood and build a harmonious society. As an important strategic task of economic construction, we need to carefully study the policies and systems to accelerate the development of small and micro enterprises from the macro level of economic and social development.

All parties should have a deep understanding of its importance in ideology, increase support for small and micro enterprises, speed up the pace of reform, promote the rational distribution of small and micro enterprises, and further enhance the survival ability and operation ability of small and micro enterprises.

3.2. Implement the policy:

To promote and strengthen the development of small and micro enterprises, it is necessary to deeply understand and study the small and micro enterprises, conduct field investigation and theoretical research by using policy tools and control means, evaluate their operation status and economic operation, and then weigh the advantages and disadvantages, reasonably promote the coordinated development of all kinds of enterprises according to the principles of comprehensive coordination, classified management and key support. Support for small and micro enterprises.
3.3. **Optimize the environment:**

To promote the development of small and micro enterprises, it is necessary for all walks of life and departments of the whole society to attach great importance to it, keep pace with each other and cooperate closely to promote the development of small and micro enterprises. As we all know, small and micro enterprises play an important role in boosting the economy, increasing employment, strengthening people’s livelihood, expanding taxes, promoting scientific and technological innovation, optimizing industrial structure, and building a harmonious society. All relevant departments should actively create an economic and social environment conducive to the development of small and micro enterprises. We should establish the idea of serving the development of small and micro enterprises and establish a sound long-term effect. The service mechanism provides services and support in consultation, financing, investment promotion, guarantee, publicity and innovation for small and micro enterprises, and timely studies and solves problems encountered in the development process of small and micro enterprises.

4. **Summary**

We are pleased to see that in our country, the external environment conducive to the development of small and micro enterprises is gradually forming, and all social strata are gradually inclining their support focus to small and micro enterprises! In accordance with the new situation and problems of economic development, we will constantly revise and improve the rules and regulations to protect small and micro enterprises. We believe that in the near future, our small and micro enterprises will usher in greater development opportunities.

**References**


