

Таким образом, торгово-развлекательные центры обеспечивают пространство как для покупок и торговли, так и для социального взаимодействия и массовых культурных мероприятий.

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CROWDFUNDING AS A PERSPECTIVE INSTRUMENT OF VENTURE INVESTING OF SMALL TRADE BUSINESS

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Nowadays one of the most effective and real tools of venture investing of the activity of small trade enterprises can be crowdfunding. Crowdfunding must be understood as national financing, collective cooperation of people who voluntarily pool their money and other resources through global Internet network sake of maintaining efforts of other people and organizations.

To obtain crowdfunding financial support by small trade enterprises is necessary to at no charge to publish information about their initiatives (ideas), indicate desired amount and the time limits. Sponsors bring any money for the implementation of the announced projects for which they will receive in the future certain bonuses or remuneration:

- a sample of product to promotion of which funds are collected;
- a unique product to which will not be free access;
- a percentage of income;
- publicly mention names of sponsor as a participant of the project.

In the developed countries of the world crowdfunding has long established itself as a valuable financial tool – a source of venture investment and method of micro crediting.

The peculiarity of crowdfunding consists in the fact that persons who take part in it at the same time can be as direct participants of the project, and just invest a certain amount of money, seeing his prospects and success. Crowdfunding allows investors to continuously and realistic control of using their invested resources and makes technically impossible to the construction of any financial pyramids.

The peculiarity of crowdfunding is the fact that form of making financial resources is an investment and the form of repayment of funds (if it is envisaged) – full return of investments in case of success of the activity of enterprises, which are complemented. The motivation of investor in crowdfunding is a combination of personal (commitment to the enterprise), social (activity of the enterprise has social significance) and financial motivations.

We believe that crowdfunding is the modern tool that is able to change “rules of the game” in sphere of investing of small trade enterprises that increase their competitor ability in Ukrainian market.

The advantages of crowdfunding as a tool of venture investing of small trade enterprises of Ukraine are:

- possibility at the expense of technological achievements and the mass media to join of online associations for certain interests to exchange experiences and ideas;
- the refusal of intermediaries that provides a direct link of buyers, sellers and investors;
- an enable for investors to take part in the implementation of a particular project from the beginning to the end, track of using invested resources;
- a chance to overcome the problem of attracting additional financial resources;
- an opportunity not only to provide by investors the necessary funds to enterprises, but also to obtain additional advertising through social networks and invaluable response from the customers.

Obtain financial support from large venture capital investors by small trade enterprises of Ukraine is extremely difficult today.

Firstly, it is connected with low levels of venture infrastructure and insufficient information support of venture industry.

Secondly, venture investors give preference to invest money on fast-growing market and in high-tech enterprises.

Thirdly, venture sponsors usually are uninterested in insignificant by volume of investment projects.

Fourth, closure of small trade enterprises and their reluctance to lose control over their activities do not allow to venture investors in full measure realize their potential as financial sponsors.

Latest obstacle is probably the most important in the implementation of venture investment. This predefined by that large venture investors in the vast majority, try to take an active part in the management of an enterprise that financing. Besides financial support such venture capitalists usually provide a wide range of consulting services and act as intermediary and a guarantor in solving some problems of invested enterprise, which is extremely important for small trade enterprises of Ukraine in modern conditions of market relations.

Literature

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