Research of problems of small businesses of transport and logistics

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Abstract. The article explores the problems faced by entrepreneurs in the transport and logistics market. In order to identify problems in the development of support for small businesses that do business in the field of transport and logistics, a sociological study was conducted. The survey was conducted, 445 respondents took part in the survey. Respondents are representatives of small businesses in the field of transport and logistics who work in the Krasnodar Territory. The questionnaire consisted of 17 questions. Most of the questionnaires were distributed electronically using the database of the municipal administration. The results include: an assessment of the quality of official information on measures to support small business in the field of transport and logistics, placed in the public domain according to the level of accessibility and understandability; assessment of administrative barriers in the field of logistics and transport; assessment of the activities of authorities in the field of small business development of the transport and logistics market.

1. Introduction

One of the most important factors in the development of the economy is the development of logistics. For the development of tourism, the development of passenger transportation is of great importance. One of the main participants in the development of this market is entrepreneurs.

Therefore, the purpose of this article is to study the opinions of entrepreneurs (who work in the field of transport and logistics) about problems and obstacles that arise in the way of business development. The study was conducted in the Krasnodar Territory, where one of the important markets is the tourism market. The study is also compared with the results of earlier studies.

An electronic questionnaire was chosen as the main research tool, which was conducted from February 1 to February 20, 2020.

This paper is organized as follows. In section 2, we provide an overview of the related literature. In section 3, we describe the methodology used for performing the survey. The results of the survey are detailed in section 4. Finally, in section 5, the key findings are summarized and some directions for future research are suggested.

2. Prior research

When studying the studies in recent years on the development of passenger transportation services by ground transport, it can be noted that there are few studies that study the opinions of business and entrepreneurs. Most studies study the opinions of passengers.

This is how researchers conduct transportation research by comparing the effectiveness of the institutional design of an organization or business, and study how it can be measured using analytical tools such as transaction costs (Abdillah Arif Nasution et al, 2020). The role of transport organizers in
the integration of passenger and freight flows in urban areas was studied. In this work, the study was aimed at developing a workable organization model that organizes passenger and goods flows in urban areas. The methods of this study were the analysis of practical solutions in the field of the movement of goods and people in urban areas of Europe, the analysis of documents of the European Commission, the study of publications of industry associations. The knowledge of public transport administrators, heads of transport and forwarding companies, and representatives of the city council in the Pomeranian region was also taken into account. (Cieplińska 2019).

Studies are being conducted on the impact of VAT on the passenger transport system in the European Union. This article provides an economic assessment of the impact of existing VAT regimes on passenger transport in the EU, as well as the possible impact of alternative regimes (Barbone et al. 2016). The issue of competition in passenger transportation was also raised in the article “Rail freight development in Europe: how to deal with a doubly-imperfect competition?” (Crozet, 2017).

The most recent study examines the effects of COVID-19 on transportation in Lagos. To assess the impact of COVID-19 on transport in Lagos, this study was based on surveys that were distributed by email on social networks (Mogaji, 2020). Cultural barriers to energy development in the transport sector in 28 countries have also been studied (Sovacool, 2020). The researchers also analyzed barriers to the adoption of autonomous vehicles in cities (Bezai et al., 2020).

3. Methodology
Consider research methods.

In order to identify problems in the development of support for small businesses that do business in the field of transport and logistics, a sociological study was conducted. The survey was conducted, 445 respondents participated in the survey - representatives of small businesses in the field of transport and logistics, who work in the territory of the Krasnodar Territory. The questionnaire consisted of 17 questions. Most of the questionnaires were distributed electronically using the database of the municipal administration.

For representativeness of the sample, questions were added about the territorial location of the business and the number of employees.

4. Results
Let us consider in more detail the results of a survey of small businesses that work in the field of transport and logistics.

The industry structure of small and medium-sized enterprises in the city is as follows: 34% of the total number of enterprises carry out activities in the field of trade, 10% of organizations provide construction services, 9.5% carry out activities for the management of the real estate, 6% carry out activities in the field of tourism, 6 % of entrepreneurs provide catering services, 6% of organizations provide transport services, 4.4% of organizations provide detail in industry and agriculture, 25.1% of organizations provide other services.

Accordingly, business in the field of transport and logistics is of great importance for the city, and of particular importance for tourism.

More than half of the survey participants are individual entrepreneurs. The distribution of respondents by legal form is presented in Figure 1 (Figure 1).
Also, organizations of respondents can be divided by the number of employees. Mostly, the study involved 57% of small organizations with up to 15 employees, 43% - from 16 to 100 people. Distribution of respondents by the number of employees as a percentage of the total in Figure 2 (Figure 2).

The results of the respondents' assessment of the quality of the information provided by state and municipal authorities on measures to support small businesses in the field of logistics and transport, and on activities to promote the development of small businesses in the public domain in terms of accessibility are presented in Figure 3 (Figure 3).
Figure 3. The result of assessing the quality of official information on measures to support small businesses in the field of transport and logistics, placed in the public domain by accessibility level.

The results of the respondents' assessment of the quality of the information provided by state and municipal authorities on measures to support small business in the field of logistics and transport, and on activities to promote the development of small business in the public domain according to the level of intelligibility are presented in Figure 4 (Figure 4):

Figure 4. The result of assessing the level of intelligibility of official information on measures to support small businesses in the field of logistics and transport.

Respondents also rated on a 5-point scale the administrative barriers in logistics and transport that respondents face in their current activities, as well as when entrepreneurs are trying to open a new business (Figure 5):
Figure 5. Assessment of administrative barriers in the field of logistics and transport.

As a result, barriers such as: “The existing regulatory framework”, “High tax burden”, “Registration of land plots”, “Obtaining a building permit”, “Dialogue with authorities” received the highest marks.

Evaluation on a 5-point scale, as other barriers affect the conduct of current activities of small businesses according to respondents, is shown in Figure 6 (Figure 6).

Figure 6. Assessment of administrative barriers in the field of logistics and transport.

As a result, such barriers as “Shadow sector”, “High transport tariffs”, “Accessibility to financial resources (loans)”, “Level of qualification of working personnel”, “Level of competition in the market” received the highest marks.

According to the results of processing the questionnaires, 12% of respondents answered that the authorities help the business in some ways, but interfere with something. But 33.8% of respondents said that authorities help businesses with their actions (Figure 7).
The activities of authorities in the field of small business development in the field of transport and logistics.

Also, the majority (28%) of the respondents also noted that the authorities did not take any action, and for 19% of the respondents the authorities did not take any action, but their participation was necessary.

The level of satisfaction with information on measures to support small businesses in transport and logistics and activities to promote the development of small businesses on the administration’s websites is “satisfactory” and “rather satisfactory”.

Thus, the data obtained will allow us to develop directions for the development of the administration of the territory to promote the development of small businesses in the transport and logistics market.

The main measures to support small businesses in the study area were primarily infrastructure development, financial support, tax support, the removal of administrative barriers in the field of small business in the transport and logistics market.

If we consider the infrastructure for supporting small businesses in transport and logistics, for example, in the city of Sochi, Krasnodar Territory, then its composition is: the Coordinating Council for the Support and Development of Small and Medium Enterprises under the Head of the City of Sochi; Enterprise Support Center; Chamber of Commerce and Industry of the city of Sochi; a platform for interaction "OPORA of Russia”; Sochi Business Club.

The financial support includes: The Business Development Fund, a unitary non-profit organization “Guarantee Fund for Support of Small and Medium Enterprises of the Krasnodar Territory”; Microfinance Fund - a unitary non-profit microfinance organization "Microfinance Fund of Small and Medium Enterprises of the Krasnodar Territory”; participation in municipal procurement of the administration of the Khostinsky district and the city of Sochi.

The administration also makes changes to its regulatory documents in order to reduce administrative barriers and pressure on the business.

The city has a business support center. The main tasks of the Center are (Figure 8): receiving documents for microloans for entrepreneurs issued by the Microfinance Fund of the Krasnodar Territory; providing entrepreneurs with consulting, legal, accounting services; assistance in the preparation of business plans; implementation of measures to popularize entrepreneurship and start their own business, including holding seminars, conferences, forums, round tables on topical issues; consultations on issues of property support.
Part of the services provided by the Center is carried out in partnership with the regional support center.

It can also be noted that the number of small and medium-sized enterprises per 10 thousand people in the city is increasing every year.

According to the results of a survey of small business representatives in the territory, half of the respondents are not satisfied or not satisfied with the level of availability of official information on measures to support small businesses that are publicly available.

And more than 30% of respondents are not sufficiently satisfied or dissatisfied with the level of clarity of official information on measures to support small businesses and activities to promote the development of small businesses.

As a result, barriers such as: “The existing regulatory framework”, “High tax burden”, “Registration of land plots”, “Obtaining a building permit”, “Dialogue with authorities” received the highest marks.

The questionnaire also clarified official information sources on the promotion of small business development, which were visited by respondents and support measures to promote the development of small business, about which the respondents are aware. And these answers showed that small business representatives have a very limited understanding of the available support measures, opportunities, and sources of information in this territory. The questionnaire also revealed the need for small businesses in the transport and logistics market just in the available support measures.

5. Conclusion

The development of transport for the economy has always been of great importance. Transport is even more important in areas that develop tourism. For the market, especially in modern conditions, it is necessary to maintain small businesses. Modern conditions are characterized by high rates of development of digital technologies, and the negative impact of the pandemic. For the territorial authorities to make a decision on the development of the transport market, it is important to maintain interaction with business representatives and know their problems. The study of problems will improve the quality of regional programs.

According to the result of the analysis and research, we highlight the main problems identified:

• regarding the administration of the territory, there are barriers in the implementation of activities, in particular, this is the interaction of businesses with authorities;
• low level of awareness among small business representatives of transport and logistics about support measures to promote development;
• low level of awareness by small businesses representatives of transport and logistics about available sources of information on supporting and promoting the development of small businesses;
• the emerging economic crisis in a pandemic.

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