Entrepreneurial marketing mostly addresses environments where products and companies are rather new. Besides, the liability related to newness and the limited ressources of startups are the main problems in entrepreneurial marketing.

Marketing also plays a central role in a venture's early growth stages when changes to the original business model may be necessary. Companies focused on growth must be able to switch marketing.

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ANALYSIS OF THE PRACTICE OF DECISION-MAKING ON THE FORMATION OF A PROJECT FINANCING SYSTEM

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All commercial organizations are to some extent related to investment activities. Making such decisions is complicated by various factors: the type of investment; investment project cost; the multiplicity of available projects; limited financial resources available for investment; the risk associated with the adoption of a decision. The reasons for the need for real investment can be divided into three types: updating the existing material and technical base, increasing the volume of production activities, the development of new activities. The degree of responsibility for the adoption of an investment project in one direction or another varies. So, when replacing the existing production capacity, the decision can be taken without serious consequences, since management clearly understands to itself how much and with what characteristics new fixed assets are needed. The task is complicated when it comes to investments related to the expansion of core activities. In this case, it is necessary to take into account the possibility of changing the position of the company in the market for goods and services, the availability of additional volumes of material, labor and financial resources, the possibility of developing new market.

Obviously, the question of the size of the estimated investment is very important. Therefore, the depth of the analytical study of the economic side of the project, which precedes the decision making, must be different. In addition, in many firms, it becomes common practice to differentiate investment decision-making rights. This can be achieved by introducing appropriate restrictions in statutory documents or by creating a hierarchically ordered network of responsibility centers. Decision-making styles mediate the influence of personality on investments. Decisions should be made in the conditions when there are a number of alternative or mutually independent projects, i.e. there is a need to make a choice of one or several projects based on some formalized criteria. It is obvious that there may be several such criteria, and the likelihood that a project will be preferable to others by all criteria is usually much less than one. In this case, one has to give priority to one criterion, establish their hierarchy, or use additional non-formalized assessment methods.

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THE EFFECT OF INCOME CHANGES ON CONSUMER CHOICES

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The income effect relates to how a consumer spends money based on an increase or decrease in their income. An increase in income results in a demand for more services and goods. A decrease in income results in the exact opposite. In general, when incomes are lower, less spending occurs, and businesses are hurt by the effect. But this is not always the case. For this effect we can highlight the following basic points:

1. The income effect seeks to understand how individuals change their spending habits due to a change in their income.

2. Due to changes in spending habits, the income effect may have positive or negative consequences on a small business, depending on many factors.

3. The marginal propensity to spend and the marginal propensity to save are looked at when determining the influences of the income effect.

If a small business specializes in goods or services that are bought when incomes have decreased, it may see a boom in profits. Also the fact that the income effect is a component of microeconomics because microeconomics deals with how individuals and businesses deal with the allocation of resources and decision-making. More than likely, for most businesses, when the income effect shows a decrease in income, there will be less spending, and business will be affected negatively. Two factors, the marginal propensity to spend and the marginal propensity to save, are looked at when determining the influences of the income effect.