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THE DIFFICULTIES OF SMES : A BENCHMARK STUDY BETWEEN MOROCCO AND TURKEY

Abstract:

SMEs have a high rate of disappearance, an SME in the course of its life may face the risk of failure. This failure is due to several micro or macro-economic factors.

The objective of this article is to address the positioning of Moroccan small and medium enterprises in relation to Turkish SMEs. As such, we have chosen Turkey, as it is among the best economic powers in the world.

The comparative analysis will focus on Turkey's strengths and advantages, notably in terms of the means to solve problems and difficulties related to R&D, competition from informal enterprises, access to finance, lack of managerial and entrepreneurial skills and the capacity of SMEs to participate in the exportable offer.

Keywords:

SMEs, Benchmarking, Managerial skills, Informal enterprises, R&D, Morocco, Turkey.

JEL Classification: A10