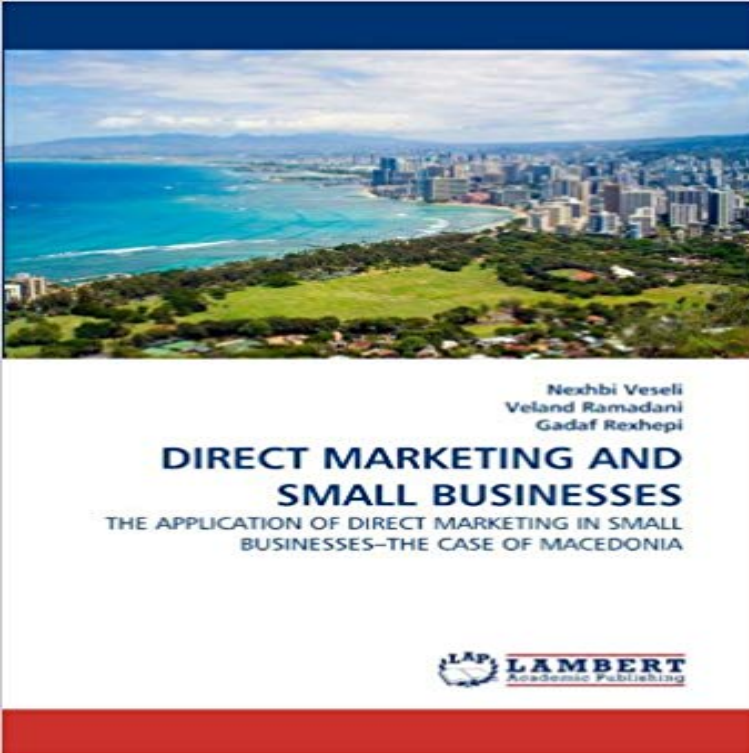


DIRECT MARKETING AND SMALL BUSINESSES: THE APPLICATION OF DIRECT MARKETING IN SMALL BUSINESSES?THE CASE OF MACEDONIA



Direct marketing in SMEs can improve and increase work efficiency and to rationalize costs at work. In general in our country, direct marketing is very expensive, unsafe and still has not found the place deserved. There are a lot of reasons for not using direct marketing, such as: No definition of legal activity, the old style of managing companies, computer illiteracy, small number of computers, expensive telecommunication services, etc.

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