

RETHINKING THE SME'S ECONOMIC MODEL AT THE RELAUNCHING**Jean Claude MILLION, PhD., Assoc.prof.***University of Strasbourg, France***Carolina TIMCO, PhD., Assoc.prof.***Technical University of Moldova*

Abstract: According to the BPCE (Banque Populaire Caisse d'Épargne) Observatory, 75.000 companies (99% of SMEs with less than 250 employees) are sold each year in France. This figure is more worrying as 1.2 million jobs are at stake. The relaunching of the SME is both a macroeconomic and a microeconomic problem. Unlike big companies, the human factor, namely preparation or the complexity of the operation, is the main creating difficulties in selling SMEs. During the company transfer, it is necessary to pay attention not only to sale assets, but also to transfer the managing structure. Beyond the financing of the relaunching, there is therefore the problem of governance of the new structure: the new strategic vision, cultural changes, the departure of employees, the disappearance of customers and other partners, all difficulties specific to the concept of proxemia.

While relaunching an activity can often be less risky than creating it ex-nihilo, the new values introduced by the acquirer lead to believe that maintaining the activity in its original form is no longer possible. Business continuity requires a revision, a pivoting of the business model, that is, a redefinition of how to generate value for the customer, how to generate revenue, and how to distribute wealth among partners. Through an appropriate methodology and the use of tools that have ensured the success of many start-ups, we will be able to lead the takeover in its process of change.

Keywords: entrepreneurship, relaunching, business-model.