

These data are relevant not only for Belarus, but also for many developed and developing countries of the world: the service sector accounts for 77% of GDP in the USA, 71% for Switzerland and Great Britain, 53% for Russia. At the same time, less developed countries such as Sudan, Libya, Tanzania have an average only 20% share of this sector. A high share of services in a country's GDP is an indicator of a high level of economic development and, more importantly, a high standard of living of the population [3].

It can be concluded that no modern country can ignore such a large sector of the economy. The world is constantly evolving, and if earlier the leading positions were occupied by manufacturing, now this place has been taken by the service sector. This is a natural consequence of the development of technology and society.

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DIVERSITY OF DOING BUSINESS APPROACHES IN COUNTRIES AND REGIONS OF THE WORLD

Разнообразие подходов к ведению бизнеса в странах и регионах мира

Business is very dependent on the country; a search country has its own unique features in the field of culture, economy and legislation.

It is important to study the cultural values of different countries before starting a business in another country. A good example is the launch of Facebook in China, which failed because the Chinese prefer a “private life”. Religion is an important part of the culture that influences global companies. For example, there is no McDonald's in India, since Indians do not eat meat for religious reasons.

As for the economic features, it is important to study the features and opportunities of the markets of a particular country. Markets may be at different stages of development. Markets can be large, with a high or low level of competition. It is also important to analyze the orientation of the economy, as this affects the demand for goods or services. For example, African markets have slow growth rates, and this suggests that it is very difficult to build a business in under developed countries. As for the Chinese economy, the opposite is true in this country. High rates of development and an increase in volumes. The Chinese market is very attractive for various businesses.

Legislation is an important factor influencing business. With clear, understandable regulation, doing business is significantly facilitated. Laws can restrict activities in one industry and at the same time help in the development of another. Thanks to the legislation, it is possible to predict the prospects for the development of a particular business, predict its profitability and demand in different countries.

USA:

- A large market with a high level of demand. There is a lot of innovation in this market
- Developed competition. There are many companies in the US that compete for market share, which can put pressure on the price
- High level of technological development. American companies are actively using new technologies.

Japan:

- The state actively supports small businesses.
- Businessmen have to take risks more often in order to keep up with leading companies, thereby maintaining competitiveness.
- The Japanese market can be described in three aspects: high prices, high competition and conservatism.
- Regardless of the fact that the country is one of the most developed in the world, Japan has very low investments.

Canada can be included in this list of countries. It is one of the leading and stable countries, which occupies a leading position in the "Big Seven".

Advantages of doing business:

- Sustainable economy.
- A large number of specialists. There are a large number of highly qualified specialists in the Canadian market.
- The possibility of creating a company exempt from income tax, subject to certain conditions.
- Private companies have the opportunity to quickly enter the public market. Thanks to the SRS, aspiring entrepreneurs have the opportunity to get acquainted

with more experienced investors who have been working in the financial market for a long time.

You can also consider New Zealand for doing business, as it is quite favorable for starting a business from scratch. The country is famous for its socio-economic model of a British-type society, the main values are primarily a person and his well-being. It is very easy to register your business here, but at the same time it is very difficult to make it profitable. The main difficulties are:

- The population is quite low, and therefore there are difficulties in providing financial support for your business.

- The local population has a calm, unhurried lifestyle, because of this, some difficulties may arise in solving business issues.

- Since there are no large industrial enterprises in New Zealand, it is an importer of oil, gasoline, potash fertilizers, optical devices, medicines.

But despite the difficulties, New Zealand does not have many of the restrictions and difficulties that exist in the above countries.

Conclusion: Each country and region has its own peculiarities in doing business. Creating a business is a rather complex process that requires effort, patience, knowledge and willingness to take risks. However, if you approach this issue with the right approach, you can achieve success. It is important to understand this so that the business is truly progressive and successful. Before starting a business, it is necessary to conduct a study of many factors and an analysis of activities in a new country or region.

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CREATION OF FRANCHISING BUSINESS IN BELARUS

Создание франчайзинг-бизнеса в Беларуси

The purpose of the article is to reveal the essence of the franchise business and the advantages of opening it in Belarus. Over the past four years, the franchising market in Belarus has been steadily growing by 15–17% annually. The number of national franchises is increasing (today there are slightly less than a hundred), as well as entrepreneurs who started a business through the purchase of a franchise (there are about a thousand of them). Franchising is becoming an increasingly popular tool for creating and developing a business. Companies that have achieved success in the market transfer the right to use their name, experience and technology in business to