

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

other entrepreneurs. And this allows you to quickly and effectively develop networks, contributes to the strengthening of the brand. Today, when analyzing the success of a business model, cooperation and the possibility of scalability are necessarily taken into account. These factors influence the assessment of the attractiveness of a business idea. Franchising as a tool for creating and developing a business solves both tasks: on the one hand, it allows you to unite independent entrepreneurs into a network and give them the opportunity to jointly develop a business model and brand, on the other hand, it makes it possible to quickly grow an enterprise into a system represented by dozens, hundreds or even thousands of points in different cities and countries.

Traditionally, more than 50% is a retail business. Next come services for the public and catering (they have about the same market volume), then services for business. Franchises from the production sector have the smallest share. And this is logical. It is much easier to build identical shops or cafes in different countries or regions than identical factories. At the same time, there are even such franchises in the country. One of the main indicators of the state of affairs in the franchising market is the number of registered transactions. For example, in 2022 the patent authority registered 21% more franchise agreements than at the end of 2021. The results of December played a role in this when 27 registered contracts were added in just one month.

Franchising has a number of the following advantages for an entrepreneur who organizes his own business through the acquisition of a franchise:

1. The idea underlying the business has already been tested, and its success and profitability have been proven.
2. An entrepreneur starts his business not "from scratch", but under a brand that is already known to consumers.
3. The entrepreneur receives accurate and complete recommendations and instructions on the procedure for starting and running his business.
4. An entrepreneur at the very start is trained in all the features of his business point without unnecessary questions and problems.
5. The entrepreneur receives accurate data on the amount of investment required to start business.
6. The value of the franchise is not limited only to initial support and assistance.

As a result of the conducted research it was revealed that franchising is the best type of entrepreneurial activity for aspiring entrepreneurs who want to gain valuable experience, and most importantly to benefit from doing business with such a plan.