

7) Analytics and reporting – generation of reports on sales, logistics operations, financial indicators, performance analysis.

8) Integration with external systems – the ability to integrate with cargo tracking systems, electronic payment systems, transportation management systems and others.

Digital CRM should be user-friendly, scalable, adaptive to changes in business processes and provide a high level of data security.

In Belarus, more and more companies are starting to use CRM systems to improve interaction with customers and increase business efficiency. All this makes it easy to improve your work and increase your competitiveness in the market.

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FEATURES OF DOING BUSINESS IN TURKEY

Особенности ведения бизнеса в Турции

At the moment, young people from all over the world are looking for business ideas and business plans that they can implement in different parts of our planet. I have liked Turkey for a long time. This country is famous for its views, cuisine and cinema.

The purpose of this work is to tell about the advantages and disadvantages of doing business in Turkey.

It is quite easy to open a business in Turkey for foreigners. The Government encourages foreign citizens to open a business in their country. With an investment of \$400,000 or more, a person receives citizenship for 6 months and visa-free entry to 110 countries. But if you are buying a "ready-made" business, you should be prepared for the fact that an organization with a hidden loss, tax and fine arrears, or unusable equipment can be sold to you. Tourism, hotel and restaurant business, construction, agriculture, investments in the oil refining and gold mining industries are traditionally considered the most popular types of business in the resort country that bring stable profits. It is possible to register a legal entity in one day with a minimum of documents, but in order to obtain residency for a company, it is necessary to have an office, and in Turkey the high cost of renting warehouse and trading enterprises.

There are advantages of doing business in Turkey. Firstly, an advantageous geographical location: access to the Black Sea and the Mediterranean Sea and

location on two parts of the world provide connections with many countries. Secondly, in Turkey, the young able-bodied population (18–34 years old) makes up 26% of the total population, which is more than in many European countries. Thirdly, Istanbul has a strong entrepreneurial community of co-founders and founders of startups, where they will help you with any questions concerning your business.

There is a lot of competition in Turkey and you will always be haunted by financial risks. The cost of a ready-made business varies quite a lot. To register a new company, you need to collect a huge package of documents and licenses, which are very expensive.

Summing up, we want to conclude that Turkey is a growing world power with huge opportunities for both locals and foreigners. If you find a local lawyer, accountant or manager, it will be much easier for you to go through the path of creating/buying a business. The main thing is, take your time, study in more detail all the questions you are interested in and you will succeed.

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FEATURES OF DOING BUSINESS IN COUNTRIES AND REGIONS OF THE WORLD

Особенности ведения бизнеса в странах и регионах мира

The purpose of this work is to review the characteristics of doing business in different countries and to identify key aspects that may affect its success or failure.

Doing business is a complex process that depends on many factors. One of the most important is the country in which it takes place. Different countries have different cultural, legal, economic and social characteristics that determine the specifics and conditions of doing business. Cultural sensitivities play an important role in doing business. Understanding local culture, traditions, customs and values is key to business success. For example, in some countries there are strict hierarchies where respect for the elderly, gifts and ceremonies are important. At the same time, other countries value efficiency, decision-making speed and efficiency. Such cultural characteristics require attention and adaptation of business strategies.

Legal features also have a significant impact on the conduct of business. The legal framework governing entrepreneurs varies from country to country. Some countries may have more stringent rules and regulations that may affect the costs and