

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

conduct of business. In addition, the tax system, market coverage rules or intellectual property laws may vary from country to country. Operating within these legal features requires increased attention and professional knowledge.

Economic conditions may also vary significantly. These include the level of economic development, infrastructure, access to capital, inflation, exchange rates, etc. Some countries may offer profitable investment opportunities and support to entrepreneurs, while others may be more difficult to do business due to high costs or bureaucracy. Research into the economic environment and adaptation of business approaches are also key to successful business conduct in different countries. Social features also need to be taken into account when doing business in different countries.

Differences in social structures, statuses and values can have a significant impact on demand, client preferences and overall business practices. Cultural norms and social perceptions can facilitate or hinder certain types of business. Language differences: Different languages can be an obstacle to communication with clients, suppliers and staff. There is a need to provide interpreters or local staff who speak the language of the country of business.

Trade barriers: Some countries have restrictions on the import or export of certain goods and services. There may also be duties and trade agreements that may affect business transactions.

Local competition: Each country has its own competitors and specific business environment. It is necessary to study the market and local competition in order to develop effective sales and marketing strategies. In conclusion, it is important to bear in mind that these features can be generalized and have exceptions in each country. Each country has individual characteristics that can affect the conduct of business, because it requires an in-depth understanding of the cultural, legal, economic and social characteristics of a particular country.

Successful businessmen adapt to different circumstances, developing strategies and approaches that take into account local circumstances. In-depth research and understanding of each country will help entrepreneurs to expand their opportunities and achieve success in business.