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## **THE FEATURES OF DOING BUSINESS IN BELARUS**

### **Особенности ведения бизнеса в Беларуси**

A business is an activity that is engaged in the production, sale of goods or services for profit. A business can be small, medium or large, it can be private or public. It includes various industries, from retail to manufacturing and financial transactions. In a general sense, business is an activity aimed at meeting the needs of the market and making a profit.

Doing business in different countries and regions of the world may have its own peculiarities due to differences in culture, legislation, politics, economy and infrastructure.

1. In some countries, political instability can create risks for business, while in other countries, stability can contribute to business development.

2. The level of economic development, inflation, unemployment and other economic indicators can significantly affect business development opportunities.

3. Differences in culture, traditions and values can influence demand, consumer preferences and marketing approaches.

4. Differences in legislation on taxation, labor relations, intellectual property protection and other areas can also have a significant impact on doing business.

These are just some of the main features that can affect doing business in different parts of the world. This can be a difficult task due to the specifics of legislation, taxation and the market environment. However, with proper understanding and adaptation to these features, business in Belarus can be successful. It is important to take into account government programs to support entrepreneurship and monitor the political and economic situation in the country. It is also necessary to develop skills of interaction with government agencies, banks, suppliers and customers. Doing business in Belarus may have its own peculiarities related to legislation, taxation, market environment and other factors. Owners and managers of companies should be aware of all these features and be able to adapt their strategies and plans to them. For example, in Belarus there are a number of state entrepreneurship support programs that can be useful for business. In addition, doing business in Belarus may require special skills of interaction with government agencies, banks, suppliers and customers.

Successful business in Belarus also requires paying attention to the following aspects:

1. Development of a network of connections and partnerships. In Belarus, it is very important to have good relations with local partners, customers and suppliers.

2. The use of information technology. In the modern world, digitalization plays a key role in business development.

3. Personnel development. Successful entrepreneurs in Belarus understand the importance of investing in the training and development of their employees.

4. Compliance with ethical standards and corporate social responsibility. In the modern world, consumers are increasingly paying attention to the social responsibility of companies.

In general, successful business in Belarus requires an integrated approach and continuous development in order to be competitive in the market and ensure stable growth of the company. Thus, successful business in Belarus requires a deep understanding of local specifics and readiness to adapt to changing conditions.

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## **FEATURES OF DOING BUSINESS IN SWITZERLAND**

### **Особенности ведения бизнеса в Швейцарии**

The aim of the article is to analyze the features of doing business in Switzerland, advantages and disadvantages of starting and running a business in this country.

Switzerland is currently one of the most popular countries for investing in business and real estate. The country deserves such attention because of the remarkable stability of the Swiss economy and political system. There are record low unemployment rates and the same record high living standards. High ratings of business competitiveness, almost complete absence of corruption and competent approach of the state to economic management make Switzerland a truly reliable place for investing capital and doing business.

Starting and running a business in Switzerland requires that companies understand the country's laws, rules, rules and regulations. Starting and running a business in this country requires that companies understand the nation's law, rules и regulations.

A peculiarity of Swiss business is the possibility for companies to acquire local real estate without restrictions. Whereas an individual wishing to acquire a Swiss house or apartment will have to first obtain a special permit. Keeping accounting