

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

records and keeping them in a Swiss office is a mandatory condition for companies operating in the jurisdiction, it is necessary to submit financial statements and annual audits and reports on them are a prerequisite.

Switzerland is not an offshore zone, but non-resident companies that do not do business in the country will be taxed at a reduced rate, as is the case in classic offshore zones. There, non-resident companies are often exempt from taxation. It is worth remembering that a non-resident cannot manage a Swiss company. A resident with the right to work must be engaged to do so.

The most convenient types of companies in Sweden include AG, GmbH and individual business, which is the most popular among small and medium-sized businesses. In such a company the liability of shareholders is limited to the amount of their contribution to the share capital, and in case of debts the personal assets of shareholders aren't affected in any way.

The advantages of doing business in Swiss include state neutrality, absence of currency control, unlimited access to European markets, security, transparent working conditions and convenient geographical location. But the most important advantages are the possibility to choose the canton with the most favorable taxation system, the absence of corruption in state and local government, as well as in the controlling and fiscal authorities and the ability to avoid double taxation. By opening a company in Swiss, an entrepreneur gets an opportunity to enter European and international markets, build a reputation and get a name. Switzerland provides an excellent and developed infrastructure for doing business, flexible financial and tax systems and the advantages of a highly qualified labor market. It is also a very comfortable country for personal residence.

Despite the very excellent advantages, start-up companies that aren't as familiar with the country's market can have problems with doing business. The main disadvantages of starting and doing business are the relative cost of starting and maintaining a company and the inability of some cantons to offer the most optimal business conditions, such as Freiburg, Wallis and Neuchatel.

In conclusion, we should mention that Switzerland is the most favorable place for doing business and storing capital despite the two disadvantages described in the article. Switzerland has been and continues to be the "gold standard" for doing business in many areas, in particular for multinational businesses. The financial and economic potential, absence of corruption, acceptable tax rates, stable banking system and clear and understandable business rules are excellent conditions for making profits and not worrying about the safety of assets in the country.