

present even goods of poor quality as "top class" and pad the price, even if the goods have been sitting on a dusty shelf for several years, they love to bargain. And they often pad the price precisely in order to talk to the client or customer and reduce it. They actively practice a system of discounts and mutually beneficial concessions.

If you decide to give a bribe to Georgians, you can forget about further cooperation with anyone in this country, because bribery is regarded as a crime. The government makes sure that corruption is minimised.

Attention should also be paid to the disadvantages. In Georgia, practically all business processes are seasonal, so the realisation of projects is postponed indefinitely. Small businesses develop at the expense of acquaintances, passed on by word of mouth. Since Georgians are very charismatic, it is easy for them to find clients through voice and facial expressions.

As a bottom line, Georgia is a nice country, but if you want to cooperate with the locals or start your own business, you need to be prepared that your company may become unprofitable because you don't say hello to one of your subordinates or look askew at someone. Georgians are warm and open-minded people, but to run a successful business you need to fit all their criteria, because these people will not even negotiate if they don't like you.

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THE FEATURES OF DOING BUSINESS IN THAILAND

Особенности ведения бизнеса в Таиланде

In the modern world, a large number of businessmen seek to start or expand their business abroad. Recently, thanks to rapid economic growth, Thailand is one of the most attractive and promising countries for doing business. The purpose of this paper is to study the economy of Thailand and features of doing business in Thailand. In order to start a company in a given country, it is necessary to understand how its economy works.

Due to the variety of climatic and natural conditions, Thailand has a dynamic economy that is at an average level and can compete with the neighboring states. The largest share of Thailand's GDP is occupied by the service sector, the industrial sector is in second place by percentage, and agriculture is next. Agriculture occupies a smaller share of GDP, but remains an important sector for the country, as it accounts for a large part of exports, and also provides jobs for the population of the country.

Thailand is a fairly large exporter, in addition to agricultural products, the country supplies cars and computer equipment to the world market.

Undoubtedly, tourism plays an important role in the economy, having such a huge number of amazing landscapes, the country cannot, but remain unnoticed among foreign tourists who contribute to the economy, which contributes to the development of the service sector and creates new business opportunities.

Let us consider the following promising direction, namely information technology. In recent years, the country has been actively developing the digital economy, which is caused by the growing number of startups. Thai universities are also actively introducing technology companies into the educational process to train highly qualified specialists in the field of economics. Such development implies easier access to new opportunities, in particular to innovation and enrichment of entrepreneurship.

To open a business in Thailand, you need to know the local legislation. Since by law, foreign citizens have restrictions on the following areas of activity: production of maintenance, logistics, art and folk crafts, agriculture and some others. It is also impossible to own a business on your own, you need to find a partner with Thai citizenship who will own a large part of shares.

The most common and favorable areas of doing business in Thailand for a foreign citizen are the tourism sector, for example, organizing tours, catering, for example, a bar or cafe, real estate, for example, renting housing. Educational institutions can also become a promising direction, since there are many foreigners in the country who can use the services of a private kindergarten.

From the previously mentioned, the following conclusion can be drawn. Thailand is actively developing in various sectors of the economy, the government strives to support and shape the country's prosperous economic future. The region is not only endowed with rich nature, but also has good conditions for conducting profitable commercial activities. Like any other country, it has its own rules and peculiarities when starting a business.

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BUSINESS DEVELOPMENT ON THE SOCIAL NETWORK INSTAGRAM

Развитие бизнеса в социальной сети Инстаграм

The social network Instagram has started to develop quite recently, but it can already be considered successful. Thousands of people visit this app daily; the