

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

number of subscribers increases every hour. In this research we are wondering why people are attracted to Instagram. The aim of my thesis is to talk about the prospects for development and earnings on the social network Instagram.

In 2010, a new social network appeared, developed by Kevin Sistre and Mike Krieger. This application allows you to upload various media files to your page, communicate with people, and record stories. In 2020, Instagram has become a global platform for making money. A lot of online professions have appeared, such as: producer, SMM, sales manager, online school administrator, technical specialist, designer, website specialist and many others.

People on Instagram are divided into two types of blogging – experts and bloggers. Experts are those people who blog on a specific expert topic, this could be the topic of nutrition, sports, health, psychology, cryptocurrency, or doing business. To start your business, firstly, you need to find an expert in the field you want to work. Then contact him or her, find out everything about the training, and see if it's right for you.

Secondly, you need to gain your audience by publishing interesting posts, reels, stories. Moreover, the most popular ways to recruit an audience are targeted advertising, advertising from other bloggers, and barter advertising. This way you will gain new subscribers who will soon become your potential clients.

Thirdly, the profile header and visual play an important role on your Instagram page. The profile header should briefly and clearly describe who you are and how you will be useful to people. The visual refers to the profile design itself: the style, shades in which you will run your page. It is very important to track your statistics on the page. Using statistics, you can understand what content people are interested in and what time is best to post photos, videos and stories.

The next step is to start providing benefits to your subscribers not only in the form of posts and stories, but also in the form of your services. For starters, it's worth giving people free consultations. When you give free consultations, you get feedback from your clients. These reviews will not only help you build a good reputation, but will also allow you to gain more trust from your audience. Audience loyalty is a very important thing, because if people trust you, then they can without doubt turn to you for help.

Another way to make money on this social network is to collaborate with different brands. In this case, you do not only earn money, but also get a big return in the form of subscribers, likes and, in general, good statistics.

On your Instagram page you can sell not only your services, but also your products. You have the opportunity to establish your brand and develop it on this social network.

To draw the conclusion, one can say that Instagram is the best social network for developing your business and making money. If you design your page correctly, you can get double the return from the audience who will become your potential clients, which will entail the distribution of your goods and services, and this will result in profit and new promotional offers.