

Infrastructure and technology also vary widely across different countries and regions. Access to reliable transportation, communication networks, and technology can significantly impact the efficiency and effectiveness of business operations. In some regions (such as Africa, South America, South-West Asia), a lack of infrastructure may pose logistical challenges, while in others (such as the USA, Western Europe), advanced technology may provide a competitive advantage.

Political stability is another critical factor influencing the feasibility of doing business in a particular country. Political instability, corruption, and geopolitical tensions can pose significant risks for businesses. Assessing the political landscape and understanding potential risks is essential for making informed decisions and developing risk mitigation strategies.

In conclusion, we can say that the features of doing business in different countries and regions of the world are diverse and multifaceted. Cultural, economic, legal, technological and political factors contribute to the complexity of the global business environment. Without taking into account the above mentioned factors, not preparing properly for negotiations, for competent conduct of business in the international arena, it is rather problematic to build a promising, competitive capable company. Successful international enterprises are those that invest time and resources in understanding and adapting to these characteristics, recognizing that a one-size-fits-all approach is rarely effective in a dynamic and interconnected world of global business.

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BELARUSIAN CHAIN OF STORE OZ

Белорусская сеть магазинов OZ

There are many trends and ways of doing business in the world. Each country and even the company has its own. In our essay, we want to examine one of the trends using the example of OZ.

OZ.by is one of the largest internet sites in the country, a mobile app and 39 branded stores across the country. The choice fell on this chain of stores not by chance. OZ. by ranks 9th in the ranking of the 100 strongest Belarusian brands by the end of 2022.

Among the trends of doing business in the OZ store chain, the following stand out:

1. The company strives to improve the quality of goods and services, as well as to diversify the product range to meet the needs of each customer. So, the creator of

oz Andrey Grinevich says: "We like to sell what no one else sells, and even if at first it causes an ambiguous reaction, as it was, for example, when we started selling seeds, it is more important for us to meet the needs of the market that we see. And the main measure here is the reviews of satisfied customers."

2. Cooperation with many Belarusian companies.

3. Attracting a new audience and increasing people's interest in reading.

So, during the implementation of these two trends, oz arranges collaborations with such brands as: Markformel, Dodo pizza, Dominos, Cofix, Burger king, Sushi house, Lebyazhy Water Park. Autograph sessions with Belarusian writers are also held in OZ branded stores. They cooperate with popular Belarusian bloggers and writers.

4. One of the main goals of OZ's economic policy is to expand into the global market. To do this, the company is actively looking for opportunities to open new stores outside of Belarus and adapts its business model to different countries and regions.

Thus, the economic policy of OZ is aimed at actively adapting to various conditions and requirements in the global market, with the aim of becoming a successful international company.

In conclusion, OZ.by is a successful example of a company that is adapting to the trends of doing business in the modern world. By focusing on improving the quality of goods and services, diversifying the product range, collaborating with local companies, and expanding into the global market, OZ.by is positioning itself as a strong and competitive brand both locally and internationally. This approach not only meet the needs of the market but also contributes to the overall growth and success of the company. As business continue to evolve and adapt to changing trends, OZ.by serves as a model for others to follow in order to achieve success in the ever-changing global market.

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TRADING OF FOREIGN EXCHANGE ASSETS AS THE BEST JOB EVER

Торговля иностранных валютных активов как лучшая работа в мире

Our research is about the possibilities of trading in the foreign exchange market. Simply put, Forex is an international currency exchange market between countries. There are many currency pairs in this market, for example: Euro/Dollar, British Pound/Dollar, Japanese Yen/Dollar and so on. In the Forex market, it is customary to call currency pairs by abbreviations, for example: EUR/USD or GBP/USD. The most liquid trading pair on the market is Euro/Dollar. That means that the largest volumes