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BUSINESS SPECIFICS IN GERMANY

Специфика бизнеса в Германии

Every person, who possesses such qualities as rationality, courage, calculating, seriousness, at least once thought about the creation of his business. The purpose of this study is to consider the specifics of business in Germany.

Before starting a business in this country, the businessman should study all the difficulties and pitfalls of various industries. But many do not fear it, as it outweighs the desire for income, recognition and reputation. Business in Germany is a great prospect of entering the world market, because the German brand for many years is considered one of the best in the world. Entrepreneurs should strive to provide first-class products and maintain a high level of products. In Germany there are many highly specialized specialists who constantly improve their qualifications. It is important to be prepared for strict standards and expectations. Team work and cooperation are valued here. Entrepreneurs must be able to manage their team effectively and develop collective skills. In some cases, it may be useful to establish partnerships with local companies or consult experts to better understand the local market and culture. Germany is known for its innovative and environmentally responsible activities. Entrepreneurs should seek to foster innovation and integrate environmental considerations into their activities.

The German market is one of the largest and most developed in Europe. It is characterized by a high level of stability. Important sectors of the economy are automobile manufacturing, mechanical engineering, chemical and pharmaceutical industries. The possibility of acquiring citizenship is important. During the first three years, entrepreneurs are exempt from paying taxes, but should be prepared to obtain the necessary permits and licenses.

But it's still worth considering the downsides. First, Germany has one of the highest tax and social contribution rates on profits in the world, which can significantly increase business spending. Second, labor laws are very strict. Germany protects workers' rights and restricts employers. This may include time limits, pay rules and dismissal procedures. Entrepreneurs should be made aware of rules and regulations in order to comply with them and avoid possible legal problems. Also the cost of rent and land is high. In some regions the cost can be very high, especially in large cities. Competition is an important aspect. Business in Germany is competitive and dynamic. Entrepreneurs need to be competitive and develop strategies to stand out from other companies.

Thus, Germany has a favorable business environment, offering developed infrastructure, professionalism of employees, as well as a stable legal and tax environment for entrepreneurs. Understanding and taking into account the specifics of business play an important role for the success and development of enterprises and entrepreneurs in this country.

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PRODUCT ADAPTATION TO THE CULTURAL SPECIFICITIES OF CONSUMERS IN DIFFERENT COUNTRIES

Адаптация продукции к культурным особенностям потребителей в разных странах

Internationalization of business has led to the problem of product promotion in countries with different cultural identities. It is well known that transatlantic companies try to adapt their products for the market of a certain country. For this purpose, various technologies and methods of promotion are used, which give an opportunity to popularize their product.

In work we will try to characterize the problem using examples from the experience of companies, describe in detail the methods and ways of solving these problems. Product adaptation to the cultural specificities of consumers in different countries is a critical factor for businesses to consider in order to remain competitive in the global market.

Therefore, to promote a product in another country, it is essential to consider these factors: regulatory compliance, economic considerations, branding and communication.

Adhering to local regulations and standards is crucial for ensuring that products can be legally sold in foreign markets. This may involve obtaining the necessary certifications, meeting safety and quality standards, and complying with labeling and packaging requirements. Failure to comply with these regulations can result in legal consequences and barriers to market entry.

Economic factors such as income levels, purchasing power, and consumer spending habits vary across different markets. Companies need to consider these economic dynamics when adapting their products, pricing strategies, and distribution channels to ensure that they are accessible and affordable to the target market.