

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.

Effective branding and communication are essential for conveying the value proposition of a product to the target market. This may involve adapting branding elements such as logos, slogans, and marketing messages to resonate with local cultural nuances and preferences.

It is essential to explore the strategic approaches that companies adopt when engaging in product adaptation for foreign markets. These approaches include: standardization with local customization, product line extensions, collaborative partnerships, agile product development.

To illustrate the diverse approaches to product adaptation in foreign markets, let us consider some notable examples across different industries to accommodate the spatial constraints and style preferences of consumers.

Coca-Cola in Japan introduced unique soda flavors such as green tea and watermelon, catering to the preferences of Japanese consumers and differentiating its product portfolio in the market.

The Swedish furniture retailer IKEA has adapted its product designs and sizes to accommodate the spatial constraints and style preferences of consumers in various countries. For instance, in densely populated urban markets such as Hong Kong and Japan.

In conclusion, product adaptation in foreign markets is a multifaceted process that demands careful consideration of cultural, regulatory, economic, and technological factors.

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THE SPECIFICS OF STARTING A BUSINESS IN GERMANY

Особенности открытия бизнеса в Германии

Germany is an attractive country for living and doing business. The aim of this work is to show positive attitude of the state towards entrepreneurs in the country. The state stands up for the interests of private business.

The main advantages of business in Germany are as follows: goods production under the German trademark, which means that they will be recognized as of high quality " on default " in any country of the world; the possibility of receiving German residence permit, and later – permanent residence and citizenship; highly qualified personnel – in Germany a specialist of any profession undergoes specialized training and passes examinations; unrestricted business expansion on the territory of the EU –