

Selecting the correct business form for a business start-up is vital, as it affects not only taxation, but also the managerial flexibility and the extent of liability associated with risks. Start-up's can use business forms such as SAS, EI, SNC, SA and others. Although certain structures may bear similarities to those in Belarus, Belarus offers a broader array of business forms in general than France.

France has many advantages in terms of doing business, such as favorable investment climate, that attracts investors with its stable economy, access to the international market, that allows companies easier to get access to other European countries and global trade, as well as government programs supporting businesses.

Despite significant advantages, startup companies unfamiliar with the country's market can face difficulties in conducting business. Creating and operating a business is characterized by labor costs, which are high due to payroll taxes, complicated regulatory procedures, and bureaucratic obstacles. French businesspeople and tourists expect a certain level of French language proficiency even though English is the preferred language for business dealings in most EU countries, including Strasbourg, Strasbourg, and others. For example, speaking English, instead of speaking French can be perceived as rude.

In conclusion, we should mention that France is the most suitable country for doing business and storing capital despite the disadvantages described in the article. Despite the potential success of a significant domestic market, a favorable investment climate, and access to the European single market, foreign businesses face challenges due to high labor costs, a complex regulatory system, and cultural differences, such as the requirement to communicate with the French language to satisfy a strong French language requirement.

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EVALUATION OF THE EFFECTIVENESS OF THE USE OF THE MAIN MEANS OF MARKETING COMMUNICATIONS OF OJSC «DEPARTMENT STORE «TSENTRALNY»

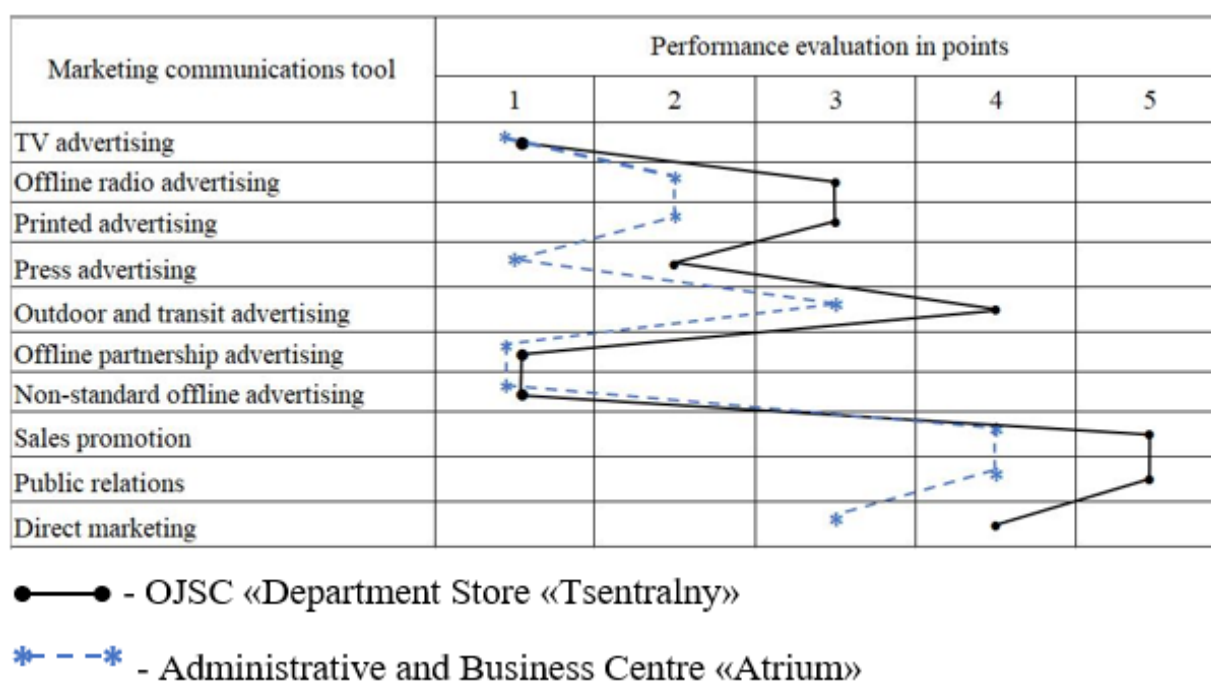
Оценка эффективности использования основных средств маркетинговых коммуникаций ОАО «Универмаг «Центральный»

In the conditions of modern competition, trade enterprises have to look for new ways to attract customers and increase their recognition in the market. The purpose of this study is to assess the effectiveness of the main means of marketing communications of Department Store «Tsentrалny» in comparison with its main competitor – shopping center «Atrium». This will help identify weaknesses and areas for improvement.

Department Store «Tsentrалny» is a large shopping center in Mogilev, offering a wide range of goods. Its competitor «Atrium» is located just two hundred meters away from the

department store. The main means of marketing communications are important tools for the promotion of both trading enterprises in the market of Mogilev. Evaluation of the effectiveness of the main means of marketing communications by competitors is presented in Picture 1 in the form of relevant profiles.

According to the results of the picture: Department Store «Tsentralny» uses the main means of marketing communications more effectively in comparison with the «Atrium», as it is ahead in points exhibited everywhere except for offline partnership and non-standard offline advertising. The «Atrium» uses direct advertising, as well as printed materials, audio clips inside the shopping center. It also actively maintains pages in popular social networks (Instagram, Facebook). The effectiveness of these marketing communications is expressed in terms of increased visitor numbers, sales, brand awareness and building consumer loyalty.



Picture 1. The use of the main marketing communication tools by Department Store «Tsentralny» and shopping center «Atrium»

As for Department Store «Tsentralny», success of public relations is ensured by establishing and maintaining a dialogue with customers through the official website, groups in social networks, where the administration quickly reacts and responds to feedback. The company regularly holds charity events for children, pensioners, participates in socially significant events. Sales promotion is represented by the use of discount and bonus cards, gift certificates, numerous promotions (every Thursday all goods are sold at a 15 % discount), providing related services, the possibility to purchase goods through online shops in Belarus and Russia, arranging a credit or instalment plan.

In order to increase the efficiency of marketing communications, attention can be paid to affiliate marketing and non-standard advertising. Affiliate marketing will help to promote brands and attract customers to a particular section and to the department store

as a whole. Non-standard offline advertising will increase the interest of city residents and consumer traffic. It is advised to create unusual installations around the building, design shop windows, create a transformable branded photo zone, so visitors can take photos and share them in the organization's social networks.

The «Tsentralny» needs to improve its marketing strategies to remain ahead of «Atrium». It effectively uses sales promotions and public relations but for further expansion, it should explore affiliate marketing and innovative offline advertising to increase its public visibility. The combination of traditional and modern marketing tools will ensure the long-term success of the department store.

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MISUNDERSTANDING IN CROSS-CULTURAL COMMUNICATION: CASE STUDIES AND SOLUTIONS

Недопонимание в межкультурной коммуникации: примеры и решения

In an increasingly globalized world, effective communication across cultures has become a vital skill for both personal and professional interactions. This research aims to explore the phenomenon of miscommunication that frequently arises due to cultural differences in customs, language, and perspectives. The relevance of this study is underscored by the growing diversity in workplaces and international markets, where misunderstandings can lead to significant setbacks. By examining the causes and consequences of cross-cultural miscommunication, we aim to provide insights into effective strategies for enhancing intercultural communication.

Cross-cultural miscommunication arises when individuals from different backgrounds misinterpret actions, words, or intentions due to variations in norms, values and expressions. Gestures, tone, or silence can have different meanings, making understanding and respect crucial for effective communication.

A prominent theoretical framework in this area was proposed by Geert Hofstede, who analyzed cultural differences using four key dimensions: individualism-collectivism, uncertainty avoidance, power distance, and masculinity-femininity [4]. These dimensions