

methods. For example, in some countries, traditional sales channels and face-to-face contacts play an important role, while in others, online platforms dominate. Companies need to be prepared to change and respond flexibly to market demands.

In conclusion, we should mention that cultural differences have a significant impact on business in all aspects, from communication to strategic planning. The success of an international company depends largely on its ability to adapt to local conditions and respect the cultural specifics of the countries where it operates. Understanding these differences not only helps to improve relations with customers and partners, but also helps to avoid potential conflicts and misunderstandings. In the context of globalization, knowledge of cultural nuances becomes an important competitive advantage for businesses.

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FEATURES OF RUNNING A SMALL BUSINESS IN THE REPUBLIC OF BELARUS

Особенности ведения малого бизнеса в Республике Беларусь

Small businesses in the Republic of Belarus play a key role in the country's economy, contributing to job creation, development of local production and increase in tax revenues to the budget. In recent years, the government has taken measures to improve the business environment, including simplifying business registration and reducing the tax burden. However, despite the positive changes, small entrepreneurs face a number of challenges, such as lack of access to financing, bureaucratic barriers and restrictions related to market competition. This paper examines the main characteristics of running a small business in Belarus, the difficulties entrepreneurs face, as well as the prospects for the development of this sector in the future.

The development of small and medium-sized businesses is stimulated in the republic, including the right to apply a simplified taxation system. The scope of its application is the activities of small business entities with an income level not exceeding the statutory amount. The right to apply the simplified system is subject to simultaneous compliance with the criteria of the average number of employees and gross revenue during the first nine months of the year preceding the year from which they claim to apply it. So organizations with an average number of employees for the specified period of no more than 100 people, individual entrepreneurs, if the amount of their gross revenue cumulatively for nine months is no more than 9 billion Belarusian rubles can apply it [1].

Due to the small population in the Republic, the market is small and very compact. From a logistics point of view, it is considered ideal for selling various products.

Another characteristic feature of the Belarusian market is the standard of living of the population. In large and medium-sized cities, it is almost the same.

People have a positive attitude towards new products. If they do not like something in the product, they positively explain the disadvantages and advantages of the product.

One of the advantages of opening a distribution network in Belarus is ethnic homogeneity. If in Russia it is necessary to change marketing moves and adapt to each region, since about 190 nationalities live here, in Belarus there is ethnic homogeneity. Belarusians make up more than 60 % of the country. Therefore, the same marketing moves will have an equal impact on the buyer in all cities of the country [2].

The founder of a unitary enterprise can decide to register a legal entity without consulting anyone. He simply draws up the Charter, which sets out the important aspects of the creation and future work of the enterprise: names; areas of activity; size of the authorized capital; procedure for receiving income; legal address; information about the manager.

A meeting of the founders is held at which: a plan for joint activities is agreed upon; the responsibilities of the founders are distributed; the size and procedure for forming the authorized capital (official initial capital) of the enterprise are determined; the issue of holding a constituent meeting is decided.

A regular charter of a legal entity is a multi-page document in which all sections and provisions are based on some legislative norms, most often from the Civil Code [3].

In conclusion, running a small business in the Republic of Belarus represents a unique combination of opportunities and challenges. On the one hand, entrepreneurs can take advantage of government support, various programs and subsidies aimed at developing small and medium-sized businesses. On the other hand, extensive bureaucracy, the need to comply with local regulations and an unstable economic situation can create significant obstacles. The success of small businesses largely depends on the adaptability of entrepreneurs, their ability to innovate and the ability to find sustainable niches in the market.

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