

forms of doing business: individual entrepreneur; partnership; The cooperative; limited liability company; joint-stock company.

Doing business in Belarus can be a profitable option for foreign investors, especially for those who are looking for an affordable market and a favorable climatic environment for their activities. However, before starting a business in Belarus, it is necessary to be aware of a number of aspects, such as legislation, taxation, financial markets and cultural characteristics.

Instructions for registering a business in Belarus: choosing the form of doing business, determining the name of the company, preparing constituent documents, registering a company, registering with the tax inspectorate, opening a bank account, obtaining licenses and permits, organizing accounting.

One of the well-known Belarusian businesses is Mark Formelle. The history of the Mark Formelle group of companies began in 1994, when a small company in Belarus began producing lingerie and swimwear for the German Triumph AG. Mark Formelle's own brand appeared in 2009. And today, underwear, hosiery, leisure and sleep clothes, work and leisure clothes, sports clothes are produced under it... The company has about 170 branded stores in Belarus, Russia, Kazakhstan and Uzbekistan, produces more than 12 million products and produces over 150 capsule collections per year. The company has 12 own factories in the cities of Belarus.

## **References**

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**К. Tukhto**

**К.А. Тухто**

**БГЭУ (Минск)**

*Научный руководитель Н.В. Батищева*

## **FEATURES OF CONDUCTING BUSINESS NEGOTIATIONS IN DIFFERENT COUNTRIES**

### **Особенности ведения бизнес-переговоров в разных странах**

The business ethics of conducting business negotiations varies depending on the cultural and social contexts of different countries. It requires negotiators to have a deep understanding of local norms and values in order to achieve successful cooperation.

The purpose of this work is to consider the features of business etiquette when conducting business negotiations in different countries.

Different countries have different standards of business ethics based on local traditions and values.

For example, Americans (regardless of gender) usually limit themselves to shaking hands when meeting. When communicating with a female business partner, it is necessary to behave very carefully. It is not customary to kiss a woman's hand, as this may cause offense or even lead to a lawsuit. A slight pat on the back is possible between old acquaintances.

In business relations in the United States, gifts, even symbolic ones, are not welcome, as they can be perceived as a bribe or an attempt to bribe.

In business communication, Americans do not adhere to strict rules, they can freely address you by name, start a conversation on casual topics, joke and laugh.

However, they are very punctual and do not like to be late. Americans are success-oriented, practical, and sometimes persistent. They tend to speak directly about the case and may rush you into making decisions. Honesty and frankness are important to them, and they quickly get to the point of the conversation, avoiding unnecessary formalities. Usually, US representatives take strong positions in negotiations, which affects their negotiating style. The American delegation often uses a tough approach and persistently strives to achieve its goals.

In the United States, there are three styles of negotiation: soft, hard and principled. Business clothes in America are quite democratic: business suits are welcome, although in some states it is allowed to wear casual clothes in the office with a mandatory element of corporate color. Women in business are not recommended to wear short dresses, jewelry and excessive makeup. Men should not wear open shoes in the office.

If you come to the UK for negotiations, be prepared to face strict standards of communication and behavior. There is a certain ritual of business communication here, which must be strictly followed. Business ethics in dealing with the British is of great importance, and they prefer to work with businessmen who adhere to it.

The British prefer low-key greetings: a slight smile, a handshake and short standard phrases. You should not give gifts or souvenirs to your partners, as this tradition is not widespread in England and will not be appreciated.

Special attention should be paid to the titles of your partners. The British value their titles very much and often use them both at work and in everyday life. In negotiations, the British behave with restraint and do not try to put pressure on the opponent. In general, it is not customary in this country to prepare carefully for negotiations; they adapt their strategy depending on the situation.

In international etiquette, an Englishman usually wears a tweed suit or a striped three-piece with a spark, and in rainy weather prefers a waterproof mackintosh. On his head is a bowler hat, and in his hand is a neatly folded black umbrella with a reed handle.

Based on the above, we can conclude that awareness and adaptation to various standards of business ethics are key factors for successful business negotiations in a diverse global context.