

increase the share of its own capital, for example, making a profit, obtaining financial support, conducting a revaluation, and issuing securities. The company's profit is calculated as the difference between the proceeds from the sale of products and the costs associated with its release. It is necessary to reduce costs to increase revenue. In order to fulfill this condition it is necessary: to reduce the labor intensity, material consumption, energy intensity of a new product; improve the management structure. It is worth noting that the cheapest way to reduce costs is to minimize depreciation. Also to get profit you can sell securities and unnecessary means of production and materials. The fastest and surest way to increase profit is to help, regional and local authorities. Improving financial stability occurs at the expense of increasing the value of the property. Not more often than once a year, it is recommended to reassess fixed assets. One of the ways to improve financial stability, as well as the exit of the enterprise from the crisis, is the issue of securities (shares) among the number of existing shareholders. Next, we consider methods for reducing borrowed capital, which can also lead to an increase in the financial stability of an enterprise. By mobilizing cash flow, you can reduce the level of commitment. Accelerating collection of receivables is called cash flow mobilization, which is the most effective way. In order to increase the financial stability of the company, it is necessary to pay liabilities. But, in order to make it happen faster, it is advisable to tighten the terms of the policy on the control of receivables. When replacing cash payments with shares and replacing one obligation with another, there can be a decrease in liabilities through debt restructuring.

Of course, it is impossible to determine one really good way, because all enterprises differ from each other in their work, industry, direction and so on. All methods of asset management and self-financing that have been considered may contribute to increasing the income of an enterprise or reducing borrowed capital, which, of course, will improve the indicators of financial stability of an enterprise.

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HOW TO DO BUSINESS IN ISRAEL?

КАК ВЕСТИ БИЗНЕС В ИЗРАИЛЕ?

The purpose of our work is to identify the national and cultural characteristics of the Israeli labour market and doing business in Israel.

Israel is a small country with a population of about 8 million. 20 % of this population is ultra-religious Jews, who almost do not participate in the labour market, another 20 % are Israeli Arabs, who are just beginning to enter the labour market in technology companies (with an active support of the state), and therefore the business community is relatively small.

Moreover, many businessmen and entrepreneurs come from elite military units and prestigious Israeli and foreign universities, personal relations between people are created very early and strengthen over the years. For example, a formed situation where "everyone knows each other." The theory of six handshakes in Israel looks more like the theory of one and a half handshakes.

Due to the hot and humid climate, the dress code in Israel is rather informal, the main thing in dressing is its convenience, so don't be surprised to see an Israeli in jeans and a short-sleeved shirt at business negotiations. In general, one can say that business culture is very straightforward and temperamental in a southern way. Israelis are very emotional, talking and laughing loudly enough, often accompanying their words with active gestures. Workshops are noisy, people speak loudly – and from the outside it may seem aggressive. There is no respect for the authorities. Everyone feels very free, and it's quite normal to argue with the leader loudly and for a long time, which has its positive sides, but sometimes makes it difficult to make decisions quickly.

Israelis like to get down to business right away, limited to just a few courtesy phrases, without a long introduction and the so-called slightest conversation adopted in Europe and America. Do not be discouraged by this approach, it is not a sign of aggression or an attempt to put pressure on a partner, but only a feature of Israeli culture.

Israelis are characterized by quick decision making, readiness for real actions and the revival of the same from business partners. A very flexible approach to the rules and established practices, any rule is perceived as a basis for change. It is often difficult for Israelis to follow complex approval procedures and a multi-layered decision-making mechanism. If you have them, do not explain them, it will only reduce confidence in the possibility of an agreement. Try to solve them yourself "behind the scenes."

Communication style is informal. In colloquial Hebrew, the appeal to "you" is not used, and even a stranger can be called by name. E-mail (as elsewhere) is the preferred means of communication and, as a rule, Israelis, by the end of the work day, respond to e-mail. Mobile phone is an important communication tool. Israelis do not hesitate to call strangers directly, without prior correspondence by e-mail. Answering calls in the middle of a business meeting is not considered a sign of bad taste. On weekdays, it is better to call unfamiliar and unfamiliar people during business hours, if you are familiar, then it is also possible before 22:00. Friday is a day of rest, but before 13:00 you can call, the second half of the day is dedicated to family, rest,

sports and preparation for the Shabbats (for religious). Saturday is a day off and since you do not know the level of religiosity of your contact, it is better not to disturb an Israeli on a business issue on Saturday.

To sum up, personal communication plays an important role. Due to the small size of the country, personal meetings are widely practiced in business circles as a more productive way of communication. Business meetings are often in a cafe for a cup of coffee or for lunch.

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SPECIAL ASPECTS OF CONDUCTING BUSINESS IN JAPAN FOR FOREIGN ENTREPRENEURS

ОСОБЕННОСТИ ВЕДЕНИЯ БИЗНЕСА В ЯПОНИИ ДЛЯ ИНОСТРАННЫХ ПРЕДПРИНИМАТЕЛЕЙ

Every entrepreneur starting their own business wants to get the maximum profit. To do this, it is necessary to choose the right way to run business and take into account all special features of the region or country. In addition, recently there has been an active development of economic ties between Japan and European countries. New opportunities and prospects for cooperation in the economic sphere are opening up, which makes it necessary to study doing business in Japan. The goal of this research is to identify the special aspects of doing business in Japan.

As for doing business, Japan takes the 34th place in terms of the availability of creating and doing business. This is a country that attracts more and more foreign investors to create a business. Of course, this is a big market for investments, but we must take into account all the special features of doing business in the given country.

Most of the Japanese economy is owned by private entrepreneurs, everything else is under the wing of large corporations, so the role of private entrepreneurs has become important.

Now let's take a closer look at the specifics of creating and running a business. In Japan, there is a law banning the monopolization of its activities by large firms, which contributes to the development of small and medium-sized businesses.

In the land of the rising sun, it is allowed to start business without start-up capital, but to adhere to the stipulated conditions. There are also benefits and discounts on the purchase of equipment for those who are just starting to create their business.