

Japanese business is a long project that has been designed for decades to come. Also, individual entrepreneurship is not common in the country. The Japanese are collectivists and do business in groups.

For a Japanese citizen, the most important thing is to belong to his company; therefore, only in this country the concept of “life-long employment” does exist, and dismissal in Japanese companies is a very rare thing. This is also due to the fact that the employer invests money in subordinates, improves skills, which stimulates professional growth.

In the country in question, an important role in the development of its business plays the mindset of Japan. For example, accuracy and punctuality, compliance with the hierarchy, greetings and many other things that seem trifles to us in Japan help us successfully run a business and optimize production.

In the study of doing business in Japan, it is worth noting the advantages and disadvantages of starting a business for foreign investors and entrepreneurs. The strengths include:

1. Economic stability of the country, which allows businesses to make plans for tomorrow.
2. Low crime rate.
3. This country offers good development opportunities for skilled workers.

The disadvantages, in our opinion, can be attributed only to the peculiar traditions and mindset. By opening a company it is necessary to carefully prepare and learn the etiquette, because it plays an important role in the life of the Japanese.

Thus, it is possible to make a conclusion that the peculiarities of doing business in Japan allow us to consider it as an economically stable and favorable country for the creation, development and doing business.

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SMALL AND MEDIUM ENTERPRISES IN CHINA

МАЛЫЙ И СРЕДНИЙ БИЗНЕС В КИТАЕ

One of the most important signs of market economy is the existence and interaction of large, medium and small enterprises, their optimum balance. Small and medium enterprises (SMEs) are the most dynamic element of national economy's structure. The main advantages of small and medium business are the freedom of

choice of a market and a quick response to changes in market demand. SMEs create additional jobs, contribute to preventing monopolism and promoting competition.

In most developed foreign countries, SMEs make up about 70–90% of the total number of enterprises. For instance, Australian SMEs make up 97% of all Australian businesses. About 53% of the total working-age population in the USA is employed in SMEs; 71.7% in Japan, and about half of the working population in the EU countries [1].

The share of SMEs in China's gross domestic product is 55%, which is much less than in the EU countries. It took China 30 years to reach such a level. The Chinese government considers SMEs to be a most important factor of economic growth and market revitalization. China's SMEs can also be called the country's scientific engine because they produce the largest number of advanced goods and technical inventions in the country, most of which are exported. The share of small enterprises makes up about half of tax revenue and about 60% of export. At the same time, the majority of small enterprises have less than 100 employees [2].

The Chinese government does its best to promote economic growth of SMEs by improving legislation regulating the economy and taxation of SMEs. In China, public funds actively support the development of SMEs, which helps SMEs obtain bank loans, certain tax benefits and additional financing.

While in Belarus the government prefers the public sector as a guarantor of political and social stability, one of the most distinctive features of China is that entrepreneurships are mostly not public, but private-owned. The share of the private sector in Belarus' GDP was about 25% in 2017. Belarus is placed 37th on the World Bank's annual Ease of Doing Business ranking. In 2018, 409 private-owned Belarusian SMEs pointed out major external obstacles to the development of SMEs in Belarus. They are: high tax rates (54,8% of the respondents), volatile legislation (50,9%), high interest rates (45,2%), complicated and lengthy administrative procedures (licences, certifications, verifications etc. – 43,3%), unequal operation conditions in comparison with public entrepreneurships (36, 9%). Decree 7, issued at the end of 2017 and enforced in February 2018, claims to lead to reduction of control of SME actors' activities and to eliminate administrative barriers. However, only 28% of SMEs made a favourable assessment of the government's activities.

The Great Stone Industrial Park is the largest joint project of Belarus and China, which provides special legal regime and optimum conditions for business environment. Furthermore, at the end of 2017, the countries signed an agreement on the creation of a venture fund in the Great Stone Industrial Park with an initial capital of \$ 20 million. Venture financing must be focused on the projects in the leading sectors of Belarus. Funding of Belarusian know-how is being looked for abroad, but there is a risk for them to escape abroad.

The Belarusian government should learn from China's experience in the sphere of SMEs: it should pay more attention to the development of SMEs by protecting the rights and interests of their actors, improving the legislation regulating activities and taxation of SMEs, creating SME support funds and attracting investments in this sector.

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LES FONDEMENTS THÉORIQUES DE LA PROMOTION DE L'ENTREPRISE COMMERCIALE SUR INTERNET

ТЕОРЕТИЧЕСКИЕ ОСНОВЫ ПРОДВИЖЕНИЯ ТОРГОВОГО ПРЕДПРИЯТИЯ В СЕТИ ИНТЕРНЕТ

Le but de l'étude: une étude approfondie des fondements théoriques de promotion sur Internet. Examiner les principaux aspects de l'Internet et des communications marketing pour améliorer l'utilisation des ressources Internet sur entreprise commerciale pour obtenir un impact économique significatif.

Les résultats de l'étude: l'étude d'approches théoriques pour promouvoir les entreprises sur l'Internet.

Actuellement confrontés à tout organisme, entreprise est de maximization des profits. Chaque employeur, manager, home d'affaires à la recherché d'options, la possibilité de rendre leurs produits accessibles au plus grand nombre d'acheteurs.