

investors from paying import duties and value added tax when importing equipment for the implementation of an investment project into the Republic of Belarus, and also establishes a number of other benefits .

In my opinion, to open a business, before the legal side of doing business changes is an extreme sport. Moreover, this applies even to the smallest businesses. If the organization is already large and the assets are serious, the more business becomes hostage to the situation and the existing legal instruments.

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DOING BUSINESS IN THE THIRD WORLD COUNTRIES

ВЕДЕНИЕ БИЗНЕСА В СТРАНАХ ТРЕТЬЕГО МИРА

The aim of the study is to analyze how beneficial it is to do business in the third world countries, to identify the main problems and find out the ways of their solution. Nowadays, being involved in doing business is becoming more and more popular. However, in the third world countries such as Libya, Namibia, Nigeria and others it is not an easy task.

Running a business in these countries is quite difficult as there are a number of issues that need to be solved. Such problems include rising unemployment, lack of investment, low demand for market diversity and lack of business competition.

Dealing with these issues is a very difficult task as all of them are interrelated. For instance, due to the lack of competition on the market, investors do not consider the country profitable for cooperation. As there is no investment, the construction of new retail facilities remains low and the local population does not get new jobs. As a result, unemployment is growing.

It is impossible to deny that unemployment is one of the most global problems all over the world. And in the countries with the developing economies it is more acute as every year the population is growing and there are fewer and fewer new jobs.

In our opinion, in order to reduce unemployment in the third world countries it is necessary to undertake the next steps:

1. Create new workplaces at the enterprises;
2. Organize public works;
3. Promote private entrepreneurship and stimulate self-employment of the population, develop small business;
4. Perform professional training and retraining of the employees to fulfill scarce jobs;
5. Use flexible forms of employment;
6. Inform population about job opportunities, job fairs, open days, etc.

The next important problem that restrains the business formation in the third world countries is the lack of investment. Based on the analysis of the materials, in order to attract money from outside it is necessary to borrow ideas and trends from the Western market. One more thing, which is very important in this matter, is to know the places where investors gather. In addition to an impressive number of different business incubators, investment funds, private meetings a lot of thematic events have appeared. Besides this, many contests are being held, the winners of which receive financial support from investors [1].

Also, a significant question in the emerging economies is the low demand for product market diversity and the lack of competition. The local population simply does not see a problem in the fact that the choice of products that are sold on markets or in stores is incredibly small. But it is absolutely impossible for one person to deal with this problem and in order to solve it the governmental help is essential. The government in its turn should attract suppliers of goods and services, attract various international companies to cooperate, offer benefits and make concessions to the local population who want to start a small business.

Summing up the above mentioned, it can be noted that with the increase of competition in the third world countries there will appear more jobs and more choice for the local population. And as a result, more foreign companies and corporations will be interested in working with such countries and more investors will invest in business development there.

Reference

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PECULIARITIES OF DOING BUSINESS IN FRANCHISE IN THE REPUBLIC OF BELARUS

ОСОБЕННОСТИ ВЕДЕНИЯ БИЗНЕСА ПО ФРАНШИЗЕ В РЕСПУБЛИКЕ БЕЛАРУСЬ

Today, there are many different forms of doing business. One of them is franchising, which is quite popular in many countries of the world, and Belarus is no exception. Moreover, franchising has long been recognized as an effective business model that can significantly reduce entrepreneurial risks. According to statistics, when starting a business on their own, out of 10 companies, only 3 survive, while with franchising, “survival” increases to 8 out of 10.

Franchising refers to this type of relationship between market entities, when one side transfers to the other side the right to a certain type of business for a fee using the developed business model for its conduct. To put it in a nutshell, an individual buys from a well-known company the right to conduct a franchise business on behalf of such a company. A vivid example of running a franchise business is the McDonald’s fast food restaurant, which is distributed worldwide.

Why is franchising so popular? Everything is simple: money in a franchise business can be earned on almost everything, even without experience.

Imagine you graduated from a university and want to start your own business. What could be better than opening your own coffee shop? Of course, open a coffee shop for a franchise. To do this, you will need start-up capital, which will become your lump-sum contribution. And of course, you will need to conclude an agreement with the owner of a well-known chain of coffee houses, and that will be your franchisor.