

The Latino businessman doesn't stand out for his punctuality and compliance. He is very flexible in his use of time and tends to think in general, rather than focusing on the little things. Latinos are not very prepared for meetings and often improvise, which also makes negotiations difficult. Questions about specific details can be left unanswered or discussed later.

Thus, Latin Americans don't feel they should give an explanation for not keeping their promises. For them a promise in the context of negotiations is just a declaration of intent, not a formal commitment. This often causes outrage among representatives of other cultures. They will honestly try to do what they have promised, but if it's difficult due to circumstances, no additional effort should be expected from them.

As a conclusion the advice to those who are going to negotiate in Latin America is not to try to be like Latin Americans, but also not to act unilaterally ignoring their culture. Latin America is a different mentality, with its own cultural characteristics. The favorite word in this culture is «mañana», which means «tomorrow». They easily postpone important meetings and tasks. Especially on the eve of celebrations, it's useless to expect productivity from employees in Latin America. Therefore, you should not be angry with them but enjoy life with them and then talk about business issues.

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FEATURES OF DOING BUSINESS IN COUNTRIES AND REGIONS OF THE WORLD

Особенности ведения бизнеса в странах и регионах мира

Nowadays, people are getting more and more opportunities to develop their business and open their own business. The following definition can be given: business is an activity aimed at making a profit in one way or another. This economic concept can be considered in various fields of activity: industrial, commercial, banking, consulting and others.

You may ask: why are people so eager to get into business? There are a number of reasons for this. Firstly, it is the desire to implement an idea or invent a new product, promote it on the market. Secondly, it is undoubtedly a profit. Well, the third factor is freedom and the ability to manage your own destiny independently,

make your ideas a reality. Becoming a part of a big «business family», you take responsibility for the conduct and success of your business. And here you should be ready for difficulties that you can face.

Let's assume that you are an aspiring businessman. You have an idea, you have already thought out a plan for its implementation, and even conditionally achieved the first income from your production. What's next? That's not enough for you. You want to move on and expect the same success abroad. But besides the fact that you need to make sure of the competitiveness of the product or service being produced, you must understand that each country has its own peculiarities of doing business.

Initially, you will need to study the trends of the global market and determine in which country you have a better chance of success. At the same time, you need to at least minimally familiarize yourself with the culture and language of this country, analyze the supply and demand markets. After choosing a country, you will need time to study the information of the tax system, the likelihood of receiving state support, the attitude of the audience to the appearance of new products on the market. In addition to economic factors, it is important to take into account the political situation and familiarize yourself with the key points of legislation. One of the most difficult tasks will be to collect a package of necessary documents, to do the registration.

The aim of this work is how to describe the process of preparing for doing business abroad. And now let's look at specific examples.

Doing business in the USA will not only be time-consuming but also quite expensive. In addition, it is worth taking into account the national characteristics and temperament of Americans: they are quite aggressive and domineering, but they have punctuality. What can't be said, for example, about Norway and Singapore: their markets are open for new products, and the registration process itself will not take much time. These countries are rich in qualified personnel, communication and transport infrastructure are well developed there. The same can be said about Canada. But they have higher requirements for an entrepreneur: high qualifications, the company's income at home should not be lower than a fixed amount established by the state, the presence of an investor. Germany is a leading country in the business sphere. Starting a business here will not be an easy task. Qualifications, business methods, various methods of increasing efficiency and selling products – all this is in constant progressive development. And, of course, it is impossible to ignore China. There is not much to say: everyone knows that small businesses, of which there are countless, will not get back on their feet due to extremely high competition. And to occupy a niche in a larger production will be time-consuming and expensive for you.

Let us conclude our thoughts on this topic with a quote from Richard Branson, a British entrepreneur: «Every risk you take is worth it if it is the reason for your success and contributes to a good life».