

2. In Russia the number of small and medium-sized enterprises decreased [Electronic resource] // Internet-portal Vedomosti. – Mode of access: <https://www.vedomosti.ru/business/articles/2020/08/11/836350-v-rossii-sokratilos-chislo-malih-predpriyatii>. – Date of access: 01.11.2021.

<http://edoc.bseu.by/>

D. Korol, E. Skorobogatya
Д. Король, Э. Скоробогатая
БГЭУ (Минск)

Научный руководитель С. С. Дроздова

NEW ZEALAND AS A SUCCESSFUL BUSINESSMAN

Новая Зеландия как успешный предприниматель

Each country strives to become a world leader in economic indicators, indicators of the standard of living of the population, as well as an attractive country for doing business and investing.

New Zealand is a country in the southwestern part in the Pacific Ocean. Despite New Zealand's rather remote geographical location, the economy of the country is one of the most developed in the world.

The relevance of our work is to find out how and why such a young country with poor resource potential and remote geographical location was able to achieve such impressive results and maintain a leading position in the field of economics and entrepreneurship among all countries of the world.

The purpose of our research is to analyze the market conditions of New Zealand and identify the features of economic development. To achieve this goal, we set ourselves the following objectives:

1. To study the features of the New Zealand economy.
2. Explore doing private business.
3. To study the impact of coronavirus on doing business in New Zealand and learn about economic relations between New Zealand and the Republic of Belarus.
4. To summarize and draw a conclusion.

From the point of view of economic development, New Zealand is very popular among foreign entrepreneurs because of the prestige of the jurisdiction, as well as favorable tax policy.

New Zealand has always been a country of economic freedoms, so the concentration of private business here is the highest in the world.

The spread of coronavirus infection has significantly affected the macroeconomic situation in New Zealand.

Belarus and New Zealand have a great potential for cooperation. For example, it is possible to exchange students, because New Zealand has a high level of education. Both Belarus and New Zealand are actively developing IT technologies, so it is possible to exchange experience and create joint projects. Agriculture is another area for cooperation between the two countries; Belarus can supply New Zealand with agricultural machinery and fertilizers.

The results of the study showed that New Zealand is one of the most promising and economically stable countries for doing business. The most attractive industries for business are information and eco-technologies, waste processing and agriculture.

<http://edoc.bseu.by/>

К. Костевич

К. А. Костевич

БНТУ (Минск)

Научный руководитель Н. В. Шевченко

JAPANESE KAIZEN PHILOSOPHY: ESSENCE AND BASIC PRINCIPLES

Японская философия Кайдзен: суть и основные принципы

The success of any company largely depends on competent production. To set it up, you need to constantly optimize processes at all business levels. How did the Japanese manage to achieve high results in this direction? Does the famous Kaizen methodology help them that much? Thereby the purpose of this article is to find out if this methodology is an effective way to increase productivity or not.

Kaizen is one of the key management concepts, which is based on the continuous improvement of all production processes. Initially, this concept originated in Japan and meant the constant and comprehensive development of both a person, his public and private life, and labor processes. Kaizen entered the business sphere after World War II, when Japanese companies began to implement this philosophy in order to increase production efficiency.

The main idea of the system is to focus production primarily on the needs of the client, to eliminate processes that lead to losses (overproduction, useless mechanisms, etc.), and to optimize the work of each employee. Meeting the needs and requirements of customers contributes to increasing profits.

At the same time, the Kaizen system supposes the acceptance of the existence of certain problems by enterprises (the Kaizen philosophy believes that there are no companies without any problems) and the restructuring the system of consciousness of employees in such a way that they work not out of fear of getting fines for mistakes made, but in an effort to prevent them.