

**Е. Ryzhko**  
**Е. И. Рыжко**  
БНТУ (Минск)

*Научный руководитель Е. Н. Лазарева*

## **EFFICIENCY OF FOREIGN ECONOMIC ACTIVITY ENTERPRISES**

### **Эффективность внешнеэкономической деятельности предприятия**

In order to obtain maximum and stable profits, the company needs to expand the scope of its activities and consolidate various types of markets. Particular attention is paid to evaluating the effectiveness of external operations in economic sources that offer a very detailed system for analyzing the financial and economic activities of an enterprise in the foreign economic sphere. The purpose of this study is to analyze foreign economic activity, as well as the choice of a method for managing this activity.

There are three criteria by which the classification of criteria for foreign economic activity is carried out:

- by type: export and import efficiency;
- by the scale of the research object: integral and local efficiency;
- according to evaluation methods: absolute and relative efficiency.

Each analysis of foreign economic activity is carried out on the basis of certain methods, that is, means to achieve the goals of the study. To analyze foreign economic activity, the following methods can be used: methods of deterministic factor analysis (detailing, comparison, exclusion, generalization); standard methods (statistical observation, grouping, absolute and relative values, averages, indices, dynamics series); mathematics (mathematical modeling, mathematical analysis, integral method, mathematical statistics, probability theory); special methods (SWOT analysis (scenario method), PEST (comparative)). The SWOT analysis method has been used for a long time and is able to successfully analyze the competitive advantages of activities at the external level of the enterprise. This analysis is the most important criterion of a company's marketing analysis. But considering a detailed SWOT analysis, as well as all the indicators that are included in it, it is necessary to apply a comprehensive method of assessing the financial and economic activities of the company.

PEST analysis includes an assessment of the impact of factors on the current activities and future actions of the company. PEST stands for: P – political, E – economic, S – socio-cultural, T – technological.

The political factor of the environment is engaged in the study and analysis of information about state institutions that contribute to the intention of the state to pursue policy. The analysis of the economic activity of the environment shows

how economic resources are formed and distributed at the state level. For many enterprises, this condition is the most important criterion of their business activity. The approach to foreign economic activity, which can be used to conduct a generalized analysis of any transaction, is called systemic. In order to conduct an economic analysis of the company's activities, it is necessary to find an efficiency criterion. On this basis, a quantitative assessment of the company is carried out. Also, when choosing a criterion, it is necessary to observe all the principles of constructing indicators and take into account economic stability. Then, based on the data provided, general and intermediate indicators are calculated, a graph and a model are built, all deviations from the norm are calculated, a strategy is developed to eliminate problems that need to be solved in advance.

Regulation of foreign economic activity occurs due to the correct choice of the company's tools and favorable methods of influence. There are several methods of regulation: tariff, non-tariff (license, quota is the final cost of importing or exporting products, because of which it is impossible to exceed this cost). An important criterion of the company's tariff method is the customs tariff, that is, the duty. Thanks to two methods, it is possible to determine the amount of tax, for example: a certain value per unit volume of products; from the customs value of products as a percentage. After obtaining a license, the company can easily export or import products to the country, but only after paying for this license. The research results: a non-tariff method is usually used to regulate a foreign economic activity, and thanks to SWOT analysis and PEST analysis, all economic and political threats and opportunities can be identified.

**Y. Ryabtseva**

**Я. В. Рябцева**

БНТУ (Минск)

*Научный руководитель Е. Н. Лазарева*

## **ENTERING THE INTERNATIONAL MARKET**

### **Выход на международный рынок**

The pandemic has brought many business processes online and increased the volume of e-commerce. But despite the pandemic, entrepreneurs need always think about sales markets. The international market is a very difficult, but valuable thing if one gets there right. And to enter the international market, a person should understand how to evaluate it and needs to find the audience and understand what to do with competitors.