

down to half the price. The same rules apply in big business. Bargaining is another way of evaluating a business partner. If you can bargain well, it demonstrates your business qualities, in particular your ability to make a sound judgment of business prospects and opportunities, and to negotiate.

Any business meeting, be it negotiations or the transfer of documents, should be arranged in advance. Western and European styles of business clothing are welcomed. The main conditions are compliance with climatic conditions and the norms of Islamic morality.

The reputation in the Muslim world is among the highest of all values. Arabs take a long time to prepare for doing business, particularly when it comes to choosing a partner. Be prepared to be examined. You must be familiar with local traditions and avoid making business appointments during major religious holidays. The doors of the Arab family are always open, including foreign guests and partners. Loyalty to foreign business is evident here at all levels, both in dealings with the government and in dealing with local businessmen. It is worth remembering that a Muslim strives to be loyal to his family, relatives, compatriots, and his community. Incidentally, this is why any Muslim has confidence in another Muslim in advance, because it is assumed that they too follow the religious norms for doing business with integrity. All the norms, customs and traditions of the Arab people are based on the principles of decency, loyalty and hospitality.

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PECULIARITIES OF DOING BUSINESS IN SWITZERLAND

Особенности ведения бизнеса в Швейцарии

The purpose of this study is to determine the feasibility of doing business in Switzerland. The uniqueness of Switzerland lies in the fact that it does not possess huge natural and other resources but has become one of the most developed and successful countries in the world. There are record low unemployment rates here, as well as record high levels of living standards. The absence of political and economic cataclysms, neutrality in military matters ensured stability and prosperity for this country. To set up a business in Switzerland means to establish yourself as a prosperous and promising entrepreneur.

The business conditions in any country depends on technology, the environment, society, economics, politics and legislation. Switzerland's economy is one of the most liberal and competitive economies in the world. Switzerland consists of 26 independent cantons, which have more than 2,650 independent municipalities. The taxation system reflects the federal structure of the country. There are three levels of taxation in Switzerland – federal, cantonal and municipal. The nominal federal income tax rate in Switzerland is 8.5 %. Each canton sets its own tax rate and conditions for granting benefits, depending on the area of the company's activity.

The advantage of a Swiss business is the ability of companies to acquire local real estate without restrictions. Keeping bookkeeping and keeping it in the Swiss office is a prerequisite for companies operating in the territory of the jurisdiction. The company is obliged to submit financial statements, annual audit and reports on it. The advantages of doing business in Switzerland include the absence of currency control, a developed infrastructure, unlimited access to European markets, the absence of corruption, and transparent working conditions.

Foreign citizens who are not residents of the country have the right to register their own business, but have not the right to manage their own companies. According to the law, they are obliged to appoint residents of the country as heads of companies.

A foreign entrepreneur has the opportunity to obtain a residence permit for himself and his family.

Agriculture, IT, biotechnology, tourism, pharmaceuticals and medical equipment are considered promising areas of Swiss business. The main legal forms of small business in Switzerland are joint stock companies and limited liability companies.

To register a company in Switzerland, it is required to agree with government authorities on the type of activity, indicate a legal address, open a bank account and deposit the authorized capital. Opening a business in Switzerland requires large investments and will pay off for a long time due to the need to pay rather big taxes, which will provide an opportunity to use all the amenities of the local social system.

According to the results of this study, to open a business in Switzerland, entrepreneurs need to have a business idea, business plan and financial resources. It is best to assess in advance the profitability and prospects of the project, the competition and experience required for its implementation.