absence of state bureaucracy. At the forefront are the law, common decency, real competition and the absence of large-scale corruption.

But there are also negative aspects, expressed in the mandatory integration into a completely different mentality and culture (for Western European countries), considerable financial investments at the stage of formation and oversaturation of the European market of goods and services. Each country, in principle, requires a special approach. You need to make sure of your knowledge of the language. It seems that knowledge of English should open all the ways, but European countries value knowledge of their native language.

Along with this reason, there are difficulties in principle with adaptation to new orders and laws. For future success, it is necessary to understand the local sales market, knowledge of the mentality of residents, knowledge of the principles of ethics and etiquette.

The European Union attracts enterprising people with common and uniform market conditions, a large number of buyers or consumers with an understandable and simple document flow. Honest businessmen and unsurpassed minds are always welcome in Europe.

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THE IMPACT OF ACCOUNTING ON BUSINESS DEVELOPMENT

Влияние бухгалтерского учета на развитие бизнеса

Accounting is a systematic process of measuring the economic activity of a business to provide useful information to those who make economic decisions.

The main task of accounting is the formation of complete and reliable information (accounting statements) about the activities of the organization and its property status, which is necessary for internal users of accounting statements – managers, founders, participants and owners of the property of the organization, as well as external investors, creditors and other users of accounting statements.

Bankers use accounting information when deciding whether to issue a loan or not. Stockbrokers and other financial advisors base investment recommendations on accounting information, while government regulators use accounting information to determine whether firms comply with various laws and regulations. The examples mentioned in the previous paragraph explained how accounting information can be useful in a number of situations.

In fact, the field of accounting consists of several specialized areas that are based on the nature of the decision made. Financial accounting provides information to decision makers who are external to the business.

Management accounting provides information for making internal decisions, such as renting or buying equipment, how much to spend on advertising, research and development, and others. This information is usually more detailed and more adapted for decision-making than financial accounting information. It is also the property of the company, that is, the information is not disclosed to parties outside the company.

Tax accounting includes two interrelated functions: compliance with tax legislation and tax planning. Compliance with tax legislation refers to the calculation of the company's tax liabilities. Compliance with tax legislation occurs after the completion of transactions within a year.

On the contrary, tax planning takes place before the fact. The structure of the transaction determines its tax consequences. The main responsibility of tax accountants is to provide advice on the tax consequences of various forms of transaction. Although this activity may seem like an element of management accounting, it is classified separately due to the required special tax knowledge.

There are several additional types of accounting. Accounting information systems are the processes and procedures necessary to create accounting information. These include: determination of the information desired by the end user; development of documents; application of computer technologies for generalization of recorded data.

Another type of accounting concerns non-profit organizations, which include hospitals; colleges and universities; churches; authorities and others. Such organizations need all types of accounting, which were discussed above. However, they are fundamentally different from profit-oriented firms. Non-profit organizations are not trying to make a profit. They exist to meet the needs of certain groups of people. In this regard, the analysis of financial indicators of commercial and non-profit organizations differs significantly.