

far, it is not so effective to use such novelties everywhere, but they already have a place in our world. In the future, they will become an integral part of any economic processes.

In logistics, the development and strengthening of trends such as:

1. Pickup and contactless payment;
2. Delivery speed;
3. Automation, robotization in warehouses, in production;
4. Shifting competition to the service sector;
5. Implementation of WMS for warehouse optimization;
6. Unmanned cargo transportation;
7. Tracking goods;
8. Augmented reality.

Thus, logistics is already undergoing drastic changes, and in the future they will acquire an even larger scale. Scientific and technological progress and the social changes caused by it lead to the formation of new global logistics trends, which will cover many enterprises.

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FEATURES OF DOING BUSINESS IN SOUTH AFRICA

Особенности ведения бизнеса в ЮАР

South Africa is in some respects one of the most favorable countries for doing business, as it has good conditions for tourism, the country has a favorable geographical location, access to many trade routes, a well-developed transport network, and the country is rich in natural and labor resources. The purpose of this paper is to study features of doing business in South Africa.

Business in South Africa can be started if you have at least \$ 40000 for the business and at least four citizens of South Africa working places. The future entrepreneur must not have a criminal record. After all the paperwork, the money for the business must be transferred to the account of any bank in South Africa. Then it is necessary to register the company and obtain a residence permit.

The main forms of organizing and doing business in South Africa are the following:

- Limited Liability Organization,
- Private Company (with one director),
- Public Company,

- State Company,
- Closed Joint Stock Company.

The South African government in every way supports companies that contribute to the development of the economy and is interested in attracting new investors, for whom there are almost no restrictions on doing business.

The specific feature is that a businessman has to adapt to the local culture, to communicate with different ethnic groups, with their own characteristics. It will be easy, to work with small companies, rather than with large companies, as it will be quite problematic to agree or resolve any issue. Africans may seem lazy, but even so, they are very active physically and always open to new experiences.

It can be concluded that South Africa, if compared with other countries in Africa, is quite promising and attractive to future businessmen with its diversified economic structure, the presence of a large number of resources and good investment opportunities.

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SELECTION OF PRIORITIES FOR INNOVATION DEVELOPMENT

Выбор приоритетов инновационного развития

The effective developing economy of the Republic of Belarus is largely determined by the level of competitiveness of enterprises. A targeted approach is aimed at the progressive development of national economy and it is implemented in the country. The State Program of Innovative Development of Belarus for 2021–2025 is approved by the government for the period up to 2025. The purpose of the State Program is the formation of a new technological basis that has to provide a high level of competitiveness of national economy on external markets.

In modern conditions, approaches to developing marketing strategies of businesses have changed. The main perspective of the marketing research has shifted from innovative capabilities during product development to consumer needs, that led to major changes.

The aim of our research is to consider marketing as one of the priorities of innovative development.

The increasing market diversity of products has led to creation of the fragmented markets, that reduce the effectiveness of market segmentation. As a result of the several studies conducted in different countries, it was found that a more productive approach in