

When registering a business, an important question is in which state to register it. Not only the registration procedure depends on this, but also the taxation system, court proceedings and so on. For example, Wyoming is distinguished by its unique taxation climate and is one of the most attractive states for starting up a business.

There are also many online and offline helpers which can consult on registering your business. One of the most well-known is the Clark service, an online legal support for startups: the site offers to fill in forms of the necessary documents and representatives give prompt answers on their filling.

Most of the registration procedures have been switched to online mode. Thus, without leaving home, you can get an employer identification number (EIN) and open a bank account.

A distinctive feature of the USA is a strict system of fines: late or incorrect taxes payment, unfair advertising, delayed wages payment or employees' discrimination can lead to lawsuits and huge fines.

American legislation is based on the principle that the customer is always right. So companies, receiving complaints, prefer to make refunds without clarifying the circumstances. Sometimes in the USA companies selling medium quality goods are successful because of their great customer service but not great quality goods. American buyers are used to the fact that business representatives run after them and offer to buy goods, because insufficient attention, will always push potential customer to competitors.

According to the research, the USA is one of the most favorable countries for doing business. It is convenient to starting up a business there since most operations are done online and taxation system is very flexible. Despite the above mentioned, there are still some disadvantages: tough competition, risks, strict system of fines and liability.

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## **PECULIARITIES OF DOING BUSINESS IN EAST ASIA**

### **Особенности ведения бизнеса в странах Восточной Азии**

Business behavior and the specifics of doing business, of course, depend not only on the characteristics of personal culture, upbringing and education, but also on the mentality, traditional values and principles of national culture.

Asia is a special world that actively joined the international business life in the 20th century. Currently, Belarus is focused on cooperation with Asian countries, and therefore it is important for representatives of our culture to know the peculiarities of Asian business, their type of thinking, behavior and management.

So, to begin with, we will consider the general features in the business of Eastern countries, and then there will be specific examples.

Important features of Eastern business etiquette are based on traditionalism (ritual nature of doing business); reliance on religion, Eastern philosophical teachings; collectivist way of thinking; formal-hierarchical system of relationships, paternalism (a system of relations, in which the authorities provide citizens for the basic needs, and citizens, in exchange for this, allow the authorities to dictate their behavior patterns); emotionally reserved type of behavior; punctuality [1].

The following personal qualities are preferable in the Asian market: representativeness (a business person is valuable as a representative of a team, organization, company), hierarchy (it is important to attend business meetings in strict accordance with the protocol and social status), punctuality and politeness (friendliness, smiling, avoidance of open conflicts and clashes, willingness to compromise), restraint (emotionality, raising the tone, gesticulation, hugs, claps are unacceptable).

Moreover, it is impossible to hear the answer “no” from the representative of the East in negotiations, because it is considered a gross violation of etiquette; be accurate with the phrases “I need to think about” or “it is too difficult”.

Greetings in the East still rarely begin with a handshake, but Japan remains true to the ritual of exchanging business cards. The exchange of business cards is one of the most important elements of acquaintance and a required ritual is necessary for establishing a friendly contact. A business card is the second face of a business person, it must contain complete data: name and contacts, preferably a text in two languages - English and Japanese (Chinese). The absence of a card will be perceived as a business unreliability of the partner.

Building a strong and stable economy may entail some sacrifices. For example, Japanese employees usually work at one enterprise for a very long time, because for them loyalty to the company is a guarantee of employment. The dependence of ordinary people on big enterprises has fostered a culture of loyalty to the company and prompted tougher action against delinquent employees. The slogan “Success is formed by 5% talent and 95% diligence” is important for Japanese employees. People agree to work about 14 hours a day because of the threat of being fired. This led to a terrible phenomenon, which was called “Karoshi” (過労死), a special term means "death by work". "Karoshi" takes about 200 Japanese lives a year [2].

Summing up, Asian culture has many differences from European. When you know about all the features, pros and cons of doing business in East Asian countries, this will help representatives of other cultures in business relations with these countries in the future.

## References

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### **INCREASING THE COMPETITIVENESS OF AN ENTERPRISE FOR THE PRODUCTION OF COSMETICS ON THE EXAMPLE OF JV «BELITA» LLC**

#### **Повышение конкурентоспособности предприятия по производству косметики на примере СП «Белита» ООО**

The popularity of the company's products among buyers is analyzed in this paper. The possibilities of increasing competitiveness in the market of Belarusian cosmetics are revealed.

The beauty products market is characterized by rather tough competition. There are many brands that make this product. However, not all gain the desired popularity and recognition of consumers. To improve competitiveness, manufacturers endlessly experiment with the release of new products, pay more and more attention to the advertising campaign, try to produce something innovative and truly unique.

In the modern world, cosmetic products have gained immense popularity. Eminent brands still remain in their leading positions. However, Belarus also has its own leaders.

According to statistics, women from Belarus use a small amount of cosmetics — an average of 18 products, 9.5 % of which are in regular use, and spend about 729 rubles per person per year.

Each consumer is guided by his preferences and the price of goods. Of no small importance for someone may be the composition of cosmetics. Someone focuses on expert opinion, and someone on the recommendations of public people and active advertising.

It cannot be said that the Belarusian market is overflowing with cosmetics brands. But a few manufacturers dominate. One of these is JV «Belita» LLC — a recognized leader in the production of cosmetics in the Republic of Belarus. The company has a fairly wide range of products. It produces not only care products, but also decorative cosmetics, albeit in the minority. Prices for goods are average and even lower, which simplifies the purchase and