

minimizes the costs of consumers. The company is trying to launch new products on the market more often, as well as expand the target audience by producing lines for younger customers.

It is impossible not to notice that Belita places numerous promises on the labels of her products, encouraging her customers. If you rely on real customer reviews, then not everyone is satisfied with the quality of the products. Often, the compositions of cosmetics contain aggressive components, which in large quantities can harm sensitive skin. Perhaps this is the reason why the manufacturer should work on the formulas of their products. It would be necessary to develop the production of decorative cosmetics, which, perhaps, will attract new customers and will be a strong competitor to other companies. Also, do not forget about the production of men's cosmetics lines, they are extremely small in the company. In terms of packaging design, based on people's preferences, the company should make them more minimalistic. Laconic design has always attracted and will continue to attract. If you visit an online store, then it has not very convenient navigation and could look a little better, which can be fixed if the company's finances are invested in the development of the site. The management of other social networks also needs to be improved.

Companies should regularly provide feedback to consumers and follow trends in the world of cosmetics. In the production of cosmetics, the greatest attention of buyers is paid to the gentle composition of the product, therefore, in order to increase competitiveness, it is first of all necessary to recycle the composition of the funds, and if this operation is costly for the enterprise, then several product lines can be developed in accordance with the ratio of price and quality, such covering several groups of consumers at once.

A. Krivonos, D. Kazanskaya
А.А. Кривонос, Д.О. Казанская
БГЭУ (Минск)
Научный руководитель А.Ю. Шубович

FEATURES OF DOING BUSINESS IN NORWAY

Особенности ведения бизнеса в Норвегии

Norway — The Kingdom of Norway is the northernmost state in Europe. Norway has a developed mixed economy with a significant proportion of the state sector in strategic industries. Norway's economy is considered one of the most developed and stable in the world. This attracts owners of foreign capital to place funds in local businesses to preserve and increase savings.

The purpose of our research is to study the features characteristic of entering the Norwegian market of foreign entrepreneurs, as well as favourable areas for employment.

The sphere of commercial activity in Norway is characterized by sustainability and reliability, guaranteed by the stable political state of the country and large natural resources. Foreign entrepreneurs can choose any investment industry, depending on the possibility of mastering the direction, the volume of necessary investments. Norwegians prefer to conduct business, observing its etiquette. Of particular importance is the transparency of tax payments and compliance of normal competition, conducive to economic development.

The order of negotiations deserves special attention. Until the signing of the final protocol, may be held several meetings in order to conduct a variety of calculations, exchanges of letters, reconciliation acts, and other documents in order to reach agreement on all points of the agreement. Thus, they try to minimize the risks of disruption of the transaction and receive additional insurance. In any field of commercial activity, Norwegians prefer to be careful in business. Thanks to this routine, the standard of living in Norway remains one of the highest in the world. A large share is taken by the opening of small and medium-sized businesses. There are few large holdings and access to investment placement from abroad in them is quite small. Almost all activities are controlled by the state.

Doing business in Norway begins with a business visa. Without it, it is impossible to enter the country and submit documents for the establishment of a legal entity. This procedure is standard for all European countries. Most often foreigners choose to engage in entrepreneurial activity in Norway by opening tourist facilities, organizing a Russian-language school for the diaspora, selling Russian-made goods — clothes and food, restaurants with Russian cuisine.

There are several typical schemes for creating a company with the participation of foreign capital in Norway. In practice, such types as private, cooperative, joint-stock, partnership, associations, foundations, branches and representative offices are applicable. Entrepreneurs working on a private basis submit declarations to the authorities of Norway every quarter indicating the amount of earned funds and deducted fees at the current rate. For LLC, the regularity of reporting is one month.

In conclusion of our research, we would like to say that the creation of a business in Norway has become available not only for Scandinavian citizens, but also for foreigners. However, until the registering of a company, they must obtain a long-term residence permit. As the Ease of Doing Business Index for 2016 shows, in which Norway ranked 6th, it is not difficult to register a company in the country. As a rule, all foreign organizations operating in Norway are subject to taxation in the amount of 25 % of profits. The choice of areas for entrepreneurial activity is wide enough, as well as the organizational forms of legal entities. To register a company, it is enough to have a minimum amount of 10,000 euros.