

Another important trend in the coffee business is personification. To do this, the establishment must have a varied menu, as well as high-class and professional staff and baristas who do not just make coffee, but can create exclusive combinations. Every good coffee house should have at least a few branded or author's drinks, which can compare favorably with the rest.

Variety is an advantage for any coffee shop. For example, different types of milk, brewing methods or coffee alternatives such as chicory, matcha or cocoa.

Last but not least is the multi-format. To increase sales, the owners of fashion establishments buy a license for alcohol, which allows them to offer cocktails and wine lists to visitors [2].

Judging by the Belarusian market, coffee consumption is quite low. The average per capita coffee consumption in Belarus is only 200-300g per year. In general, the capacity of the Belarusian coffee market fluctuates between 2–3 thousand tons. However, the forecasts are quite optimistic — the volume of the coffee market is from 60 to 75 million USD with an annual increase of about 10 %. Moreover, both the quantity of the product and its price are growing, which makes this area promising for development in Belarus [3].

### References

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**V. Namochenko**

**В.В. Намоченко**

БГЭУ (Минск)

*Научный руководитель Л.И. Подгайская*

## **INTERACTION OF THE STATE, BUSINESS AND SOCIETY IN BELARUS**

### **Взаимодействие государства, бизнеса и общества в Беларуси**

Every state, every society, every person has vital interests, without which their functioning and further development cannot be. For a particular individual, it is the

satisfaction of their necessary needs and the possibility of further comprehensive development; for a society (business community), it is a set of needs, the satisfaction of which ensures its existence, functioning, development and, as a result, income (profit).

The unity of balanced vital interests of a person, society, business and the state constitutes the content of national interests as a set of internal needs of the state and priorities for the sustainable development of the individual, society and the state.

Within the framework of modern ideas about the dynamic development of society, for the successful interaction of the three main subjects of society — government, business, and civil society, it is necessary to have a favorable institutional environment that allows for successful interaction of these subjects, providing them with the necessary resources and means of interaction. To show this is the aim of our work.

In the structure of the institutional environment of interaction, subjects have different strengths and opportunities to express their interests. In many societies, including the Belarusian one, the government plays a dominant role. It primarily depends on whether this environment will be favorable for the development of business and the economy, and whether civil society will actively participate in this interaction. In the process of interaction directly related to the development of the institutional environment, three main subjects are identified: government (represented by public administration bodies), business (business associations and individual entrepreneurs and organizations) and civil society (public organizations, activists, public figures, individual citizens). Each party has its own interests, although objectively all subjects are interested in the successful and cost-effective development of society.

The authorities are interested in developing a dialogue with business and civil society, since the country's economy and maintaining stability depend today on the level of efficiency of interaction between all institutions. Associations and other business organizations should lobby for their interests through dialogue with the authorities, holding public forums, promoting their goals in the media, including Internet sites, social networks, etc.

Currently, there is a forced need for the formation of effective mechanisms of interaction between business and government, allowing to quickly and quickly solve problems in the private sector, to equalize the practice of appeals from business entities to republican public administration bodies on issues within the competence of local authorities.

Thus, the key to success in the national economy should be constant interaction between government and business, building and developing a favorable institutional environment for mobilizing potential and resources, for sustainable development of the country, economic growth and its competitiveness, improving the level and quality of life of citizens.