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THE COMPARISON OF DOING BUSINESS IN THE REPUBLIC OF BELARUS AND IN ITALY

Introduction. In this article our goal is to compare doing business in the Republic of Belarus and in Italy. It is necessary to compare similar aspects and identify advantages, disadvantages and difficulties.

Italy is famous all over the world for its restaurants and fashion stores. Good profits are brought by fashionable hotels and small hotels located in coastal areas or tourist cities. But the competition in this sector is too high today, therefore it is necessary to identify areas with less competition.

The Republic of Belarus is a young state with great economic potential, the country has received a great heritage in the form of a strong industrial zone, a developed agricultural sector, a construction sector, and also acquired new economic opportunities in the form of a trade and social sector as well as a country for transit.

The main part. To begin with, the features of business in Italy will be described. It is better for novice foreign businessmen to offer the Italians those goods and services that are lacking in the country, and the Italians themselves cannot yet fill the existing gaps.

1. Wellness industry. The busy rhythm of life makes people look for professionals who can relieve stress. Therefore, a promising step could be the opening of a beauty salon or wellness center offering various types of massages and anti-aging treatments.

2. Restaurant business. Food occupies a special place in the life of Italians. Therefore, opening a restaurant is a good idea. But a foreigner should not compete with local chefs in preparing pizza or pasta.

3. Street food. Locals and numerous tourists are willing to buy food from the stalls on the streets, especially if it successfully combines an affordable price and quality products.

5. Agriculture. More and more people in the world are becoming committed to healthy eating which makes them look for organic products from reliable suppliers.

6. Repair of office equipment. The widespread use of high-tech gadgets requires professional services for their quality repair.

7. Translations. Italians are not among the polyglots, so they willingly involve translators to solve work issues.

8. Online shopping. Startups are gaining popularity in Italy to open online stores that sell things, products and household goods [1].

You should understand all the nuances and surprises that await a businessman in a foreign country, get acquainted with the mentality of local residents and study Italian laws.

Most often difficulties with doing business arise due to the following features inherent in Italian society:

1. Corruption and nepotism. Many enterprises have the status of family businesses because family ties among Italians are incredibly strong. For this reason, foreigners may simply not be allowed into certain areas, activities in which are passed down from generation to generation. At the same time Italians solve problems with the help of bribes but no one will take money from a foreigner who does not have influential friends.

2. Slowness in life and affairs. All southern countries are famous for the measured course of life. Business etiquette makes it easy to be 30 minutes late for an appointment. In addition, it is not customary here to immediately go to the heart of the matter. Even a business meeting begins with a cup of coffee and long conversations on abstract topics.

3. Appearance. Italians build the first impression of their partner on his appearance. Clothing in this country is given special attention.

4. Uneven distribution of the country's internal resources. When choosing a place to live and do business, it should be taken into account that the northern regions of the country are economically developed while the south traditionally belongs to subsidized areas [2].

Now the same aspects will be considered for the Republic of Belarus in order to identify the difference in doing business in the two countries.

It is better for aspiring entrepreneurs both citizens of the Republic of Belarus and foreign citizens (organizations) to open their business in the area where there is a significant shortage of goods and services in the country that the state itself cannot fill.

1. Agricultural industry. One of the most difficult types of business on the territory of the Republic of Belarus but a very demanding area which is supported by the state in the form of benefits and financial assistance. More and more people are becoming adherents of healthy eating which makes this type of business relevant in our country.

2. IT-sphere. With the formation of the High Technology Park the Republic of Belarus has established itself as a country with great potential in the IT sector and the provision of services in this industry. Opening a business in this area will give the entrepreneur great benefits in taxation, in lending and other benefits as the state is actively developing and pushing start-ups to open a business and develop software for both government needs and socio-economic areas.

3. The sphere of sports and tourism is very popular on the territory of the Republic of Belarus. The state supports business in the form of benefits and organizes small, medium and large sports events, and advertises the beauty of nature and the historical value of our country.

4. Trade. Due to the geographical position of our country trade is well developed in the Republic of Belarus. There are a lot of private companies that are engaged in trade.

5. Online stores (services). They are gaining popularity in the Republic of Belarus due to time savings and convenience [3].

Most often, difficulties with doing business in Belarus arise due to the following features inherent in the Belarusian society:

1. Competition. Unfortunately, in the mentality of Belarusians there is such a feature as deceit. Competition in the Republic of Belarus may not be fair.

2. Weak staffing. Due to low salaries in the IT field or another profession Belarusians tend to go abroad to earn money which greatly affects the personnel policy of the state.

3. Complicated legal framework. The Republic of Belarus is a young state with great economic potential, but due to its inexperience in lawmaking, it has made gaps, which has led to the complication of doing business.

4. Big business taxes. The state is trying to make life easier for new businesses but due to the economic situation it cannot do this, which we see as large income taxes, property taxes, etc. [4].

Conclusion. Doing business in Italy can be a great investment in your own life. But a foreign country implies a difference not only in climate but also in the mentality of citizens with whom they will have to live side by side for more than one year. Therefore, before deciding on the place of doing business and the type of activity it will not be superfluous to live in this country. This approach will help to minimize possible risks and will be the key to success in business.

Doing business in the Republic of Belarus can be an excellent investment in your own life but also a collapse at the moment of life. Therefore, before deciding to open a business in the Republic of Belarus, first of all, you should familiarize yourself with the legislation of the country, then with the peculiarities of doing business in the Belarusian market. Calculate the risks and minimize them, which will lead to business success.

Doing business in Belarus and Italy is quite different. It is necessary to thoroughly understand all aspects of the chosen industry and be sure to study the legislation.

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DIRECTIONS OF ECONOMIC AND SOCIAL DEVELOPMENT IN MODERN CONDITIONS

Introduction. The social security system promotes employment by helping to solve the problem unemployment. Social security also has a decisive impact on the state and prospects of medicine, protection of the economy from a possible crisis and is an important means of improving the welfare of the nation. Economic development is also important.