

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.

References

1. Бизнес в Италии [Электронный ресурс]. — Режим доступа: <https://liveitaly.eu/wedo/business>. — Дата доступа: 26.04.2023.
2. Бизнес в Италии: что нужно знать о визах, формах собственности и налогах [Электронный ресурс]. — Режим доступа: <https://probusiness.io/markets/6357-biznes-v-italii-chto-nuzhno-znat-o-vizakh-formakh-sobstvennosti-i-nalogakh.html>. — Дата доступа: 25.04.2023.
3. Ведение бизнеса в Беларуси [Электронный ресурс]. — Режим доступа: <https://www.belarus.by/ru/business/doing-business>. — Дата доступа: 21.04.2023.
4. Как открыть свой бизнес в Беларуси? [Электронный ресурс]. — Режим доступа: <https://beseller.by/blog/kak-otyrytsvoy-biznes-v-belarusi/>. — Дата доступа: 30.04.2023.

УДК 337.15

V. A. Samets

Belarusian National Technical University, Minsk, Republic of Belarus

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.

The main part. The last five years have been difficult. But ignoring international issues and restrictions, we managed to maintain internal stability and avoid the collapse of the economy. The main achievement is to improve the living conditions of the population. In the world ranking of achieving 17 interrelated and inseparable Sustainable Development Goals designed to transform our world, Belarus ranked 18th among 166 countries. GDP per capita with equal purchasing power has increased by 16 percent over the past 5 years and reached almost 21 thousand US dollars in 2020. The country has ensured constant employment of the population; real wages have increased more than 1.3 times over the past five years. According to the World Bank Human Capital Index, we entered the top 40, ranking 36th out of 174 countries in terms of labor productivity of a new generation of workers. The paramount destination of the five-year contrivance is to make certain collective changelessness in sovereign state and come around the well-being of general public nailed down high-quality economical fleshing out increasing collective capital, creating well-situated weathers for high spirits elbow grease and self-realization. This destination press for increasing the competence of the internal market, unveiling a contemporary asset cycle, rising the patronage environment, reduction jeopardies and expenditures for investors and businesses. The state's economical procedure testament be aimed at restoring the conservation and its consequent sustainable aggrandizement by increasing proletariat fruitfulness and creating contemporary jobs, inspirational internal consumption and increasing exports. individual of the indispensable assignments is to abbreviate the dependence of economical aggrandizement on solvent unfinished materials, aggrandizement exportation potentiality nailed down high-tech circumstances and establish the original get-up-and-go cycles/second of assets. The main consequence of achieving this goal will be: GDP growth; an increase in life expectancy to 76. 5 years; an increase in investments in fixed assets; an increase in exports of goods and services; an increase in the real cash income of the population. exploitation priorities: A happy family family is the invigorating of conventional family values. Strong regions are well-situated and protected sustenance and working conditions, high—quality and low-priced collective infrastructure, high-pitched mobility, investments in contemporary manufactures and amentiferous employment. An intellectual country is instruction and acknowledged training, the exploitation of body of knowledge the facilitate of contrivance and innovation, the revelation of innovational potential. The partner state is the invigorating of conversation and complementary trustfulness between the sovereign state and sovereign state the sovereign state and the individual, the sovereign state and business. The principal configuration is collective safe keeping and well—being of citizens. invigorating the demographic potentiality and wellness of the inhabitant In the time to come five-spot second childhood the objectives of demographic procedure testament at the end idempotent — to change the inhabitant and constitute weathers for its consequent growth. The sovereign state procedure in the environment of prolificacy testament be aimed at invigorating the establishmentarianism of the conventional kith and kin and supporting comprehensive kith and kin protecting kinship and childhood. The transaction of sovereign state advantages testament be improved; the kith and kin majuscule announcement testament be expanded. The principal belonging is to make certain the availableness of well-situated housing. The publication of interpretation with sovereign state facilitate for kith and kin upbringing deuce-ace or bounteous children testament aggrandizement significantly. Each certified comprehensive kith and kin in pauperization of more appropriate accommodation weathers testament be precondition the fighting chance to conformation accommodation inside individual gathering from the day-after-day of registration Sustainable resource aggrandizement individual of the principal assignments is to make certain sustainable aggrandizement of substantial compensations and over-the-counter revenues of the population. In the substantial sphere of the economy, remuneration aggrandizement testament be ensured particularly outstanding to the aggrandizement of proletariat fruitfulness and selling in the internal and strange markets. The patronage blueprints of each economical existences testament be focused on this. Another aggrandizement second-stringer is related with mark down costs. The increase in wages in the budgetary sphere will be ensured by optimizing the structure and number of employees of budgetary organizations, gradually increasing the base rate and developing extra-budgetary activities. Thither testament be an one-year aggrandizement in the correspondence of the representation proportion to the extremum wages pay which testament reach leastways 55 percent by 2025. The extremum remuneration testament be at littlest 30 percent of the intermediate remuneration in the economy. It is deliberate to configuration an efficacious multi-level superannuation system, which testament furnish to increasing its sustainability. patch maintaining the principal impersonation of the sovereign state incorporated superannuation programs of employers, acknowledged superannuation indemnification of staff member on the authority of working conditions, confidential superannuation resources nailed down volunteer cumulative superannuation indemnification testament be developed. To wake up the aggrandizement of resources of the population, it is all-important to aggrandizement the attractiveness of pecuniary marketplace implements (insurance savings, etc.) and strengthen the financial literacy of the population. The determination of the deed of the deliberate magnitudes testament be an aggrandizement in the substantial non-returnable resource of the inhabitant by leastways 1. 2 times. The procedure for the exploitation of developed creation fix up with provision for its transfiguration into a competitor heterogeneous that come back at the moment to the international conjuncture and the be in want of the internal marketplace. The target is to increase labor productivity in industry by 1.3 times. Accelerated development of high-tech industries, expansion of production capacities based on local raw materials, rational import substitution, sustainable energy and energy efficiency, efficient agriculture and forestry, transport complex, consumer market, tourism industry [1, 2].

Conclusion. Thanks to the development of the economy and social sphere, our country is developing for the better and thanks to this it rises in the list of countries. The social security system promotes employment by helping to solve the problem of unemployment. Social security also has a decisive impact on the state and prospects of medi-

... cine, 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.

References

1. Osnovnye polozheniya project programme soczialno ekonomicheskogo-razvitiya republicBelaruson 2021—2025 year [Electronic resource]. — Access mode:<https://www.slonves.by/osnovnye-polozheniya-proekta-programmy-soczialno-ekonomicheskogo-razvitiya-respubliki-belarus-na-2021-2025-gody/>. — Access date: 05.05.2023.
2. Economic theory / edited by I. P. Nikolaeva. — M. : PROSPECT, 2008.

УДК 338

P. Y. Shtaniuk, L. V. Solovyova

Belarusian National Technical University, Minsk, Republic of Belarus

DIRECTIONS OF ECONOMIC AND SOCIAL DEVELOPMENT IN MODERN CONDITIONS

Introduction. Today, the field of logistics occupies a significant niche in the economy. The logistics industry has a particular impact on small manufacturing companies. Many companies have to deal with issues in this area. More and more firms are entering the market, forcing companies to modernise some of their processes. The need to find new and additional methods to improve customer service and reduce costs in the manufacturing process is emerging. These issues are also relevant for logistics.

The main part. With a growing number of logistical problems, such as the use of outdated working methods, technologies, introduction of sanctions, inefficient use of company resources, there is a need to reduce production costs, to restructure the business, to reduce production costs, to reduce the cost of transporting goods. Some of these problems can be resolved in the area of logistics. For all highly qualified managers, the intricacies of logistics management are fairly well understood. However, the application of these methods needs to be systematised. This issue poses an urgent task for specialists to improve the methodology for the application of logistics in entrepreneurship, as well as to create a new basis for the work of the logistics field. The use of a new and improved logistics structure in modern business can increase the stability of a firm. In order to reduce the cost of resources in a company, in most cases managers improve logistics. Logistics is a business concept. The essence of this business concept is the combined use of individual components in a single process area. The purpose of the concept is to avoid wasteful use of company resources. If we analyse 1999 data of the European Logistics Association, the application of new developments in the field of logistics provides such advantages as: reducing loss of production time, reduction of production costs by 30 % and others. The peculiarity of work in logistics is to optimise the performance of freight transport in order to save time and money for the company.

The working structure of most business concepts can be assessed using the example of many operating companies. One of the typical business processes in a small manufacturing business is that raw materials and components are purchased from the first suppliers of goods in Belarus or from dealers of Russian companies in the country in order to minimise the trade mark-up. Due to the introduction of sanctions, unfortunately, direct deliveries from Europe and Ukraine have almost stopped at the moment. Goods are delivered via Russia or third countries in the world, e.g. China. It is also possible to assess the impact of the introduction of sanctions. If we consider the implementation of deliveries from Belarus to China, the sanctions have not had a significant impact on the logistics support. If we talk about the most common methods of shipping cargo, we can name the following: air freight, rail freight and shipping by sea. The most universal method is containerised shipping by rail. Sea transport is the least expensive way, but this method is the most time consuming. The fastest method is airfreight, but this method is not suitable for large goods and heavy loads, nor for explosive and gas-containing substances. From Chinese ports, cargo is shipped to Baltic ports, from where it is delivered to Belarus. The introduction of sanctions has had a negative impact on the logistics industry for shipments from Russia and Europe. This is due to the fact that many European companies refuse to cooperate with companies from the Russian Federation so as not to spoil their reputation. In addition, the list of sanctioned goods prohibited for export from European countries to Russia is becoming longer and longer. Supplies from China and Turkey are becoming more and more relevant, due to the fact that Russian companies are forced to change suppliers. In addition, shipments from Europe to Russia via Turkey are becoming more frequent. Due to the increase in distance travelled, the tariffs for such shipments cannot be low. Drawing attention to the peculiarities of logistics in small manufacturing businesses, one example is document substitution or so-called document neutralisation. This method is not entirely legal. The essence is that with one set of documents the driver goes through the Polish side of customs clearance, and with other documents - the Belarusian customs. Not all companies take this risk. This is because uncovering forged documents can lead to litigation.