

of consumers, you can find ideas that can change the whole course of sales and bring the business to a new level [2].

Conclusion. Thus, the solution to business problems often lies on the surface, the main thing is to think outside the box and not be afraid to take risks. Often, in order to find an unusual solution, you need to look at the problem from different sides – a client, a competitor, a partner. Only a look, free from all the usual, is able to consider a good idea for further development.

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HOW TO START DOING BUSINESS IN THE REPUBLIC OF BELARUS

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Резюме – в данной статье анализируются основные типы собственности в Республике Беларусь. Также на примере ООО рассматриваются вопросы открытия собственного бизнеса.

Resume – this article analyzes the main types of ownership in Belarus. The issues of opening your own business are also considered on the example of the LLC in the article.

Introduction. When opening a business in the Republic of Belarus it is necessary to determine the form of ownership. There are several forms of ownership in Belarus: a juridical person (Self-employed, LLC, OJSC), an individual entrepreneur, self-employed and artisans.

The choice of the form of ownership depends on the type of activity planned, the number of employees and the number of participants in the business. After determining ownership, an entrepreneur should to the regional authority and register (for IE and juridical person). After registration of the legal entity or individual entrepreneur, it is necessary to select the taxation system.

The main part. Let's consider how to open a small business on the example of the LLC.

Step 1. LLC name alignment. The name of the legal entity is agreed with the public administration, to which you can apply by sending the documents by mail or by personal application. The name of the company can also be agreed

through the website of the Unified State Register. The service provides a database of registered IE and juridical person.

Step 2. Choosing location. Location refers to the choice of legal address. The company may be located exclusively at a non-residential address. The legal address is indicated in the application for state registration and the charter.

Step 3. Select the main activity code.

Step 4. Prepare the sole decision of the founder. The specificity of the LLC establishment is that the procedure can be carried out by one participant and several founders. In the first case, it is necessary to prepare such a document as the decision of a single founder. Secondly, a general meeting of the Trustees shall be held and a protocol shall be drawn up afterwards.

Step 5. Preparing the Charter. Although the articles of association for each company were tailored to individual circumstances, the basic document of the LLC must contain the paragraphs regulated by article 14 of the Law "On Business Companies" [1].

Step 6. Application for LLC registration. The above-mentioned document has an established form, therefore it is recommended to download the model on the official website of the Ministry of Justice of the Republic of Belarus.

Step 7. Payment of State Duty. The registration fee of LLC is a mandatory payment to the budget for the above legal action.

Step 8. Apply for LLC registration. Before going to the registration body, you should collect the documents necessary for the registration of LLC in the Republic of Belarus. These documents include: application for registration; the charter in two copies, as well as an electronic copy of the document; the receipt for payment of state duty; the participant's passport.

Step 9. Getting documents. In the event that the above-mentioned papers have been drawn up without delay and all legal requirements have been met, the registration officer will issue the required papers.

Step 10. Get a seal.

Step 11. Prepare staff documents.

Step 12. Open a Bank Account.

Step 13. Selecting a Tax System.

Conclusion. Thus, it is not difficult to open an LLC in Belarus. The main thing is to take into account all possible risks, reflect the necessary provisions in the Charter and prevent violations of the law. At this stage your company can be considered as active. Next, you only have to choose your occupation (selling, consulting services and others) and find employees. The preparation you've already done has laid a solid foundation to support your launch, so you can focus on marketing activities and making your first sale [2].

As you can see, there is a real need to create innovative conditions for businesses in the Republic of Belarus, and this should become one of the main priorities of the state government. It is also useful to help business organizations to develop innovations.

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БЕЛАРУСКІЯ БРЭНДЫ НА СУСВЕТНЫМ РЫНКУ

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Резюме – сегодня большинство белорусов предпочитают зарубежные бренды, но многие наши земляки начинают обращать внимание на отечественное производство. В этой статье приведены примеры некоторых популярных белорусских брендов.

Resume – today, most Belarusians prefer foreign brands, but many of our countrymen are beginning to pay attention to domestic production. This article provides examples of some popular Belarusian brands.

Уводзіны. Беларусь з'яўляецца заснавальнікам вядомых сусветных брэндаў, якія штодня можна ўбачыць як у сферы легкой прамысловасці, так і ў свеце сучасных ІТ-тэхналогій.

Асноўная частка. Адна з самых развітых галін прамысловасці краіны – машынабудаванне. Прычым за ўсю гісторыю дзейнасці былі вызначаны лепшыя беларускія брэнды ў гэтай галіне. Сярод якіх БелАЗ і МАЗ. Беларускі аўтамабільны завод з'яўляецца адным з самых папулярных і высокатэхналагічных заводаў краіны. Цікава, што завод БелАЗ не аднойчы згадваўся як брэнд краіны, паколькі штогод выпускае тысячы адзінак кар'ернай тэхнікі, з'яўляецца адным з сусветных лідэраў названай прадукцыі. МАЗ, які актыўна дзейнічае з 1955 года. МАЗ атрымаў сваю назву ад горада, у якім упершыню была выраблена прадукцыя.

У Беларусі шырока развіта тэкстыльная прамысловасць. Брэнды адзення з Беларусі вельмі папулярныя не толькі ў краінах СНД, але і ва ўсім свеце, паколькі з'яўляюцца спалучэннем густу, стылю і якасці. Беларускія брэнды адзення ў краіне займаюць ганаровае месца. Адным з найбольш актыўных і вядомых прадпрыемстваў з'яўляецца менавіта «Палессе». Сваю назву яно атрымала ад рэгіёна краіны, прычым канцэнтруецца галоўны офіс фабрыкі па вытворчасці адзення ў Пінску.

Беларускія брэнды адзення распаўсюджваюць як на найбліжэйшыя краіны, а таксама на балканскія краіны. Заснавальнікі выбралі менавіта