

ods, it will be possible to give preference to more suitable ones for your own company, learn how to search for specialists, taking into account the characteristics of a particular vacancy, and thus develop your own recruitment system.

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#### SMALL BUSINESS IN THE REPUBLIC OF BELARUS

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*Резюме – в статье на основе статистических данных анализируется состояние малого бизнеса в Республике Беларусь. В контексте рассмотрены основные проблемы ведения бизнеса.*

*Abstract – the article deals with the state of small business based on statistical data in the Republic of Belarus. In the context, the main problems of doing business are considered.*

**Introduction.** Starting small business is very relevant in our time. It can effectively occupy the market niche and quickly adapt to the customer needs. Small business or small production is an entrepreneurship that relies on the activities of small firms. Small business in our time is one of the most important elements in the economic activity of the state and the economy as a whole [1].

**Main part.** Small enterprises create a competitive market environment, and also solve the social problems of the state, such as unemployment, monopoly, and also contribute to the development of a healthy competitive environment. By hiring not only highly qualified specialists, but also students to gain experience and knowledge, the state thereby reduces the unemployment rate, which has a very positive effect on the level of the national economy. The development of small business in Belarus is one of the priorities. Since the 80s, support measures have been implemented in the country not only for comfortable doing, but also for business development. Compared to the developed countries, the share of Belarusian small and medium-sized enterprises in GDP is approximately 23 % [2]. Every year the number of small businesses is only increasing.

In Belarus, the largest number of enterprises is in Minsk and the Minsk region, and the smallest number of enterprises is in the Grodno region. At the moment, more and more enterprises are being launched in rural areas, since acts

and laws have been adopted for the development in rural areas, providing benefits, such as exemption from VAT, real estate tax and various other simplifications for organizing activities. For many years, only positive dynamics can be observed in the field of small business. According to the data, it turns out that approximately every 37th citizen of the country is a registered individual entrepreneur. Small and medium-sized businesses occupy almost all areas of activity. Most small businesses are concentrated in trade and public catering, followed by industry, construction and transport and communications. In medium-sized business, agriculture and the manufacturing industry occupy a large part [2].

Since small businesses do not have a large scale, they have the ability to respond more flexibly to changing economic conditions, and can also quickly adapt to local needs. New business support systems are already being introduced, and equal economic conditions are being provided for entities of different forms of ownership. A large package of documents on the emancipation of the business initiative was adopted a couple of years ago, the new norms have already significantly simplified the creation and running of one's own business.

**Conclusion.** Thus, small business is the basis for the development of the Belarusian economy. One of the main goals is to increase the freedom of business and increase the contribution to the development of the Belarusian economy. Small business does not require large start-up investments, however, it provides high economic growth, helps to solve the problems of the economy, and also contributes to the formation of healthy competition and the establishment of market equilibrium.

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#### **SOCIAL MEDIA MARKETING FOR SMALL BUSINESSES**

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*Резюме – с каждым годом различные компании все больше интегрируются с социальными сетями. Для владельцев малого бизнеса это отличная возможность повысить узнаваемость своего бренда и найти новых клиентов, не делая при этом особых затрат.*