

them for advice, because it will be obviously a failed advice, because they also do not need competitors.

Advantages and disadvantages.

Advantages: initial expenses are required, work is rewarded, choose the clients you want to work with, workload control, you can get fame and experience, good income potential, daily physical activity, you work for yourself, predictable income stream, face-to-face interaction, simple business model, you do what you really love, high demand, high hourly rate, it is possible to create a solid base for customers.

Disadvantages: we need motivation for employees, a long sales process, inconsistent work is possible, lack of benefits, taxes need to be paid, work can be stressful, temporary obligations, it is possible to get out of the comfort zone, it is harder to run a business from home, work can be difficult, high responsibility, equipment breakdowns are possible, constantly be in touch, work can be dangerous, it is more difficult to receive passive income, you will constantly drive a car on business.

**Conclusion.** Starting a successful business in the modern world requires a combination of the necessary skills, knowledge and advertising. Businessmen must be flexible and adaptable to navigate the ever-changing business environment. However, there are many opportunities for those who can create a reliable business plan. With the right combination of strategies and resources, you can open a successful business that will contribute to the economy and society.

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#### **ANALYSIS OF THE CORPORATE BOND MARKET OF RUSSIAN BANKS**

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*Резюме – в статье рассматриваются основные тенденции и прогнозы рынка корпоративных облигаций, а также основные риски и возможности*

для инвесторов. Цель статьи - анализ состояния рынка корпоративных облигаций в современной России, анализ рисков инвестирования в облигации, поиск предложений по ускорению его дальнейшего развития.

*Resume – the article discusses the main trends and forecasts for the corporate bond market, as well as the main risks and opportunities for investors. The purpose of the article is to analyze the state of the corporate bond market in modern Russia, analyze the risks of investing in bonds, and search for proposals to accelerate its further development.*

The analysis of the corporate bond market of Russian banks is of interest to many investors and experts. In recent years, Russian banks have been actively issuing corporate bonds to attract capital and expand their activities.

First, let's look at the current state of the corporate bond market of Russian banks. Currently, in light of the unstable economic situation in Russia, the credit risk is high. This makes investing in bank bonds riskier than usual. Nevertheless, many banks maintain a high credit rating, which makes their bonds more attractive to investors.

Before we delve into the analysis of the corporate bond market, it is important to look at the current state of the Russian economy. The Russian economy is heavily dependent on oil and gas exports, which account for more than 60 % of the country's total exports. As a result, the Russian economy is very sensitive to fluctuations in oil and gas prices. It is expected that Russia will continue to strengthen its economic position, despite geopolitical tensions and other factors.

In 2021, Russian banks issued a record number of bonds totaling 17.6 trillion rubles (\$ 24 billion). This is 25 % more than in the previous year. This is due to the fact that banks actively use bonds as a source of financing for their operations, and also in conditions of high deposit rates, investors find bank bonds more attractive. Most of these bonds were issued by the country's largest banks, including Sberbank, VTB and Gazprombank. (Figure 1)

Let's consider the prospects of the corporate bond market of Russian banks for 2022–2023. In general, the corporate bond market of Russian banks in 2022–2023 is a promising investment tool. In the near future, according to experts' forecasts, we can expect an increase in demand for bonds of large Russian banks, which will contribute to the growing confidence in Russian banks on the part of investors. In addition, in conditions of high volatility in the stock market and uncertainty in the economic situation in Russia, many investors prefer more stable investment instruments, such as bonds.

In conclusion, it should be noted that the corporate bond market of Russian banks has been steadily growing in recent years, and we expect this trend to continue in 2022-2023. However, the growth rate is likely to be affected by a number of factors, including the economic and political situation in the country, as well as the global market conditions. Investors should carefully monitor these factors when considering investing in Russian corporate bonds.

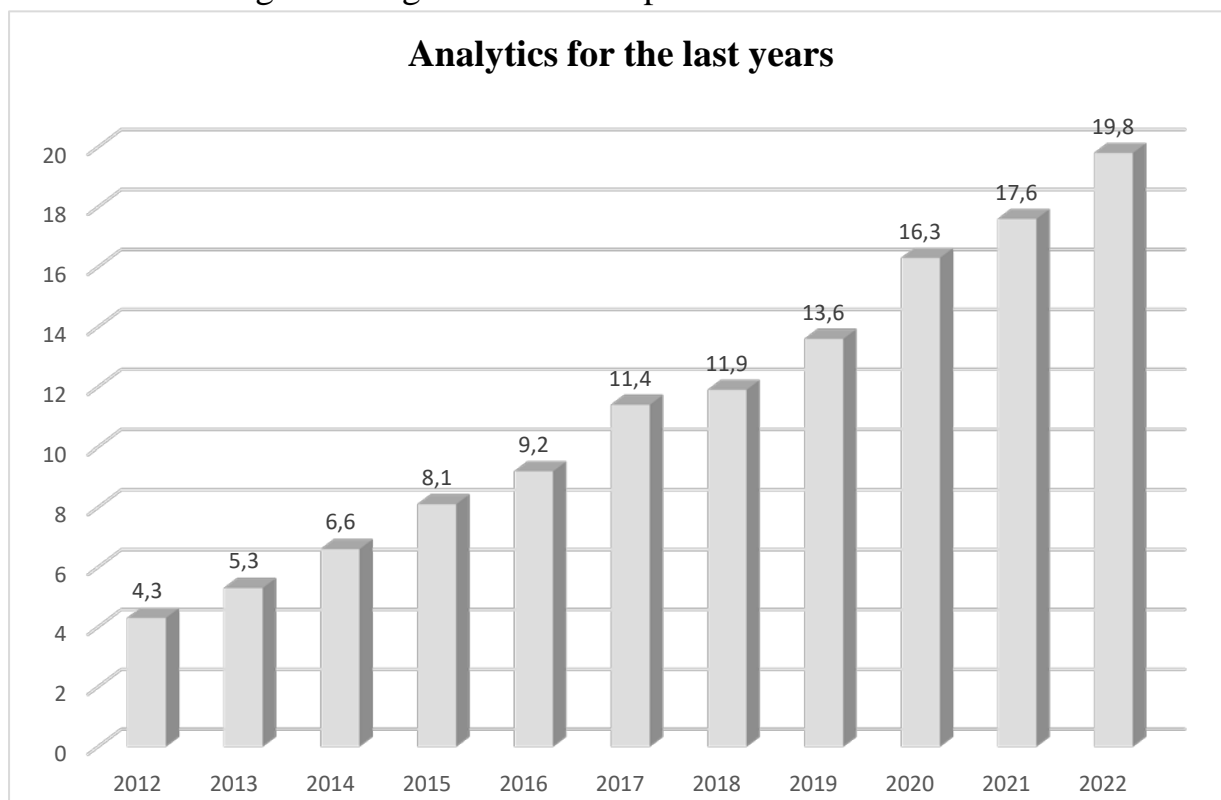


Figure 1 – Dynamics over the past years

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#### BEAUTY INDUSTRY IN BELARUS

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