

economically [3]. Despite positive economic ties with other countries and allowing or limiting negative ones, state borders regulate the interaction of the national economy with the world. The relationship between contact and barrier state borders varies unevenly in countries with different levels of development and different degrees of involvement in the world economy.

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#### UNUSUAL IDEAS FOR SMALL BUSINESSES

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*Резюме – В этой статье описаны идеи, как создать малый бизнес для начинающих бизнесменов, а также для тех, у кого уже есть свое дело, но появилась необходимость его разнообразить чем-то новым, необычным, чтобы привлечь больше клиентов.*

*Resume – This article describes the ideas how to create a small business for beginners, as well as for those who already have their own business, but there is a need to diversify it with something new and unusual to attract more customers.*

**Introduction.** In today's world, it is very difficult to start a business, even when you have the means to do that. The main problem is not even in the necessary documents for this, but fear... Fear of burning out in the first month. In our time, the market has a large number of competitors who can easily “displace newcomers”, so you need to choose the area that can interest customers. In my opinion, now the most profitable sphere of production is food and beverages. No matter how much time passes, they will be popular, because food and beverages are one of the main human needs. However, as I said earlier, competitors do not sleep, so you need to stand out from their background. But how? In fact, it's much simpler than you think. The originality, the singularity is the most important thing is your weapon, and only after that marketing. As everyone knows,

people are attracted to the unusual, because they see everything “ordinary” every day, but something new always attracts. In this article, this article will provides examples of unusual business ideas that are popular in other countries, but we have not yet spread or do not exist at all, so give full freedom of imagination to businessmen.

**Main part.** Sweet shawarma (burrito). This unusual dish uses cotton candy instead of pita bread, and as a filling-absolutely any sweets (ice cream, cookies, fruit, powders, toppings, muesli). You will need a cotton candy machine and a refrigerator. This unusual sweetness is popular in a country like South Korea. In the modern world, this country is causing a lot of excitement, especially in cosmetics, music and unusual sweets, so this business idea is perfect for your startup.

Edible tableware. Edible tableware is a great alternative to paper and plastic cups and containers. First, it is convenient. No need to wash dishes, and really use it instead of snacks or sweet dishes. Secondly, it is eco-friendly. The environment is not polluted. Thirdly, it is unusual. Buy a dish in an edible package will be interesting for children, both young people and people of the older generation may like the new product. In addition, cafes and restaurants will receive additional income from edible dishes.

No special equipment is required for making disposable edible tableware. You can do it manually. For small production, you will need tables, refrigerators, electric stoves (if you plan to bake dishes) and molds. The initial capital will depend on which business you decide to launch. If you plan to open a shop, for example, for the production of edible cups, it will be enough to 2,5–3 thousand dollars. If you decide to start production at home, the investment will be much less, you can start with 400–550 dollars. In Europe, in recent years, very popular edible coffee cups. They will be a real find for any coffee shop. This solution is original, delicious and eco-friendly.

Fried ice cream. Ice cream is a favorite delicacy that is in demand in summer and winter. It is adored not only by children, but also by adults. Recently, a new product has become widely popular – “fried” ice cream (roll-ice cream). It is prepared right in front of customers on special equipment. This niche has not yet been fully developed, so the production and sale of such ice cream is a profitable business, and it is fast paying. Entertainment and the ability to choose ingredients (natural, as the buyer can see directly) helps the trade of fried ice cream to be a promising business idea.

The principle of preparing the dessert is simple: on special equipment with a flat, constantly cooled surface, cakes are prepared. For their preparation, use a milk mixture for ice cream, natural yoghurts, and other components. Since the mixture literally freezes on the fly in a cold pancake, it is quickly rolled into a roll and packed a cardboard or plastic cup. The composition of several rolls is decorated with chocolate chips, coconut chips, syrup, jam.

The most important problem at the beginning of this project is the purchase of a freezer. Choosing the equipment is not the easiest task for a person who has not previously dealt with freezers. The choice of models is amazing, so you need to pay attention to the following characteristics: 1) Depth of the working surface. The deeper the “pan” is, the more inconvenient it is to work with it; 2) Diameter of the working surface. The situation is exactly the opposite of the previous one. The diameter of the «pan» should be at least 45–50 cm; 3) Power of the compressor that pumps cooling gas. The temperature of the working surface should not be kept within 25–270C. If the indicator is higher, the mixture will not freeze enough, and lower-it will start to break and crumble. The fan must perform at least 1300 revolutions per minute (1400 m<sup>3</sup>/h).

Bar with unique cocktails (bar with cocktails from visitors). A unique bar called “LogBar” has opened in the capital of Japan. Its main feature is quite simple – each visitor of this institution can create their own cocktail, focusing on their personal preferences. A guest of the establishment can create both an alcoholic drink and a non-alcoholic one. How does it work? The guest makes their order in a special application, where they can choose absolutely any of the ingredients offered and the dishes in which this cocktail will be served. When the selection of ingredients is complete, the guest saves their drink, having previously given it a name, and this cocktail appears in the General map of the bar. This unique cocktail can be ordered by any of the guests present in the bar, and the guest who created it receives a deduction if in the future someone orders a cocktail according to their recipe, and from each order made for his cocktail, the author of the drink receives a cashback of 50 yen (about 47 cents).

The simple idea of creating a technologically advanced bar with an app is also good in that it can develop further by integrating many other ideas. For example, the idea of using robots as waiters who take out an order, or the idea of serving drinks on the table using some other elements (for example, in one of the Czech bars, drinks arrive at the guest's table directly on a toy train).

**Conclusion.** The ability to stand out is now a very important component for good sales. If you don't take the risk, you won't get anywhere. Study the market, read articles that can inspire you to some business idea, develop, and most importantly-do not be afraid of anything, because, as Paulo Coelho said, “There is only one thing that makes a dream impossible to achieve: the fear of failure”.

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## MODERN TRENDS IN THE DEVELOPMENT OF THE INTERNATIONAL ECONOMY

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*Резюме – Мировая экономика развивается большими темпами. Разрабатываются современные тенденции для развития международной экономики. Появляется международный маркетинг региона. Глобализация оказывает большое влияние на экономике.*

*Resume – The global economy is growing rapidly. Modern trends are being developed for the international economy's development. The international marketing of the region appears/ Globalization has a big impact on the economy.*

**Introduction.** The global economy is growing rapidly. Modern trends for the development of the international economy are being developed. Appeals in international marketing of the region. Globalization has a big impact on the economy. There are several advantages and disadvantages of globalization.

The modern world economy is developing at a tremendous pace. Rapid development is associated with the improvement of technologies, with developing processes of integration and globalization, with the deepening internationalization and division of labor, with the speedy and limitless dissemination of information flows.

**Main part.** The following modern trends in the development of the international economy are distinguished: the internationalization of productive forces; strengthening and deepening the internationalization of economic relations on the basis of MRI, which ensures an increase in the economic efficiency of both individual national economies and the entire world economy as a system; the expanding international movement of financial and production resources ensures the strengthening of the interconnectedness and interdependence of various countries; an increase in the scale and qualitative change in the nature of international trade; the growing scale of labor migration and the movement between countries of other factors of production – capital, technology; outstripping the pace of development of the services sector in comparison with material production, which means the increasing pace of post-industrialization of society,