

functions, conflicts of interest, strategies between management and multinational corporations. Analyzing the pros and cons of each strategy, it can be highlighted that a mediation and export strategy is more preferable for small and medium-sized businesses in Belarus. In such cases, it is easier to conduct a market analysis, since these types of strategies assume that one or more experts interested in business development will be located in the territory of the country where the company wants to develop.

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#### SMALL BUSINESS: DOES IT TAKE PLACE?

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*Resume – small business in Belarus faces various obstacles: registration procedure, which is rather complicated, is lack of skills, entailing both internal and external problems, the number of businesses of various sizes and many other problems.*

*Резюме – малый бизнес в Беларуси сталкивается с различными препятствиями: и процедура оформления, которая довольно сложна, и недостаточная квалификация кадров, влекущая и внутренние и внешние проблемы, и количество бизнесов различного масштаба, и многие другие проблемы.*

**Introduction.** Reading news headlines in the vein of “Belarusian industry has brought \$ 730 million losses over the past year”, start thinking you involuntarily: what is wrong with state-owned enterprises? On the one hand, it is very good that in a country where, to be honest, everything is not going smoothly with the economy, the state will not liquidate its offspring, because people are employed. On the other hand, the whole thing is sponsored by the state budget, and most of it is paid taxes, state duties and paid fines. Then other interesting news can be remembered in which, after giving outsourcing to state-owned enterprises into the hands of private companies, everything changes dramatically and a loss-making enterprise suddenly turns into a profitable one.

**Main part.** Consider 2 possible causes of such "troubles" that lie on the surface: leadership and monopoly. For starters, it's worth understanding who manages and how to manage public and private organizations. State-owned companies are headed by the people appointed by the president and it is most likely by acquaintance. Often, they understand and accept only what happened during the USSR. However, we are no longer in the era when communism is

watered by the ideology of our state, and even in the age of market economy, the methods of communism do not always work. Also, such a method eliminates young and promising specialists getting into high positions, who then go abroad because of the inability to be realized, because there are more opportunities and higher income.

Private companies are run, so to speak, by those who are from common people. Brave people who were not afraid of 7 circles of hell and bureaucracy and guides –How to register an IE in 74 thousand simple steps” [1] [2] after all, everything starts with a small one / and now are a frequent object of interest for various checking structures. In my humble opinion, these people deserve respect only for their patience and diligence. Typically, IEs are represented by the people who understand the situation in the economy on the part of an average person and rarely pay a worker low wages.

Starting to think about monopoly, the word no appears in the head with a red neon sign. But after thinking a little longer, I realized that there was nothing to talk about: the state seemed to deliberately create barriers for ideological people to create a legal basis for their activities. But this is only at the level, at the level of the world market, we are somewhere far at the tail. We are so proud of our MAZs, KAMAZs and other industry achievements and deliberately either forget or don't notice that we are not alone in the market, both in the post-Soviet and the world as a whole. In a number of other countries, examples of successful private companies are many times greater than state ones. Take the same Elon Musk. In space, he achieved more in a short period of time than Roscosmos and NASA did in a longer one.

But our state light industry is showing itself well only, probably, in the food industry, while the textile industry, in my subjective opinion, is somehow not going to move forward.

Choosing between a trip to Mark Formalle and Kupalinka, I will give preference to one. Not because it is a private trader, but because there I can see the range of goods, styles and color combinations.

Yes, we have a presidential decree of the Republic of Belarus No. 337 dated 09/19/17 [3], which allows us not to consider certain types of activities as entrepreneurial, and there are lesser requirements, simplified taxation, and other amenities of life. But should you hire at least one person to drag your tomatoes from the car to the counter, how to register IE. Not that it would be bad, but rather it is poorly organized.

**Conclusion.** Suppose you have an idea of a product / service that is super-necessary for this world, you have calculated all the risks, forecasted, conducted marketing research and are ready to open IE, pay taxes and serve the market faithfully. In Belarus, you can't just take the documents and create your fresh new beautiful IE for the day. In Belarus, you have 2 exits, each is more beautiful than the last one. In the place where you choose to submit documents online, you will be torn off at least 80 rubles per key for authorization on the site. In the place where you bring everything yourself and write statements on the spot in

various forms, you will pay less, but somewhere in the queue you will think that it is better to work for an uncle. And after you rewrite the statement several times and even less so. But it's okay, the inspector will tell you everything. Next, move to the tax office (you won't fill out this item online), if necessary, the commercial register and the register of household services, obtaining a license, registering a CCE, and other joys that are rarely talked about.

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#### EASE OF DOING BUSINESS IN THE REPUBLIC OF BELARUS

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*Резюме – в статье исследуются некоторые проблемы малого и среднего бизнеса в Республике Беларусь. Проанализировано положение Республики Беларусь в сфере бизнеса, его доступность и возможность. Даны пути решения проблем развития малого и среднего бизнеса.*

*Resume – the article studies some problems of small and medium business in the Republic of Belarus. The position of the Republic of Belarus in the business sphere, its availability and opportunity are analyzed. The ways of solving the problems of development of small and medium business are given.*

**Introduction.** According to THE WORLD BANK, by May 2019 the Republic of Belarus is in 49<sup>th</sup> place in the ranking of ease of doing business. For example, Russia is in 28<sup>th</sup> place in this rating, and the leading positions are occupied by the countries of Asia and the United States. Based on this rating, one can judge that this position of the Republic of Belarus is quite worthy, but it could be better.

**Main part.** Taking such a high position is promoted by the State Program for Support of small and medium business in the Republic of Belarus, the main priorities are spelled out in the decree of Council of Ministers of the Republic of Belarus (On the State Program “Small and Medium Enterprises” for 2021–2025). Also, the Belarusian Fund for Financial Support of Entrepreneurs oper-