

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-

ates in the Republic of Belarus. Financial support is provided through loans, leasing and guarantees from the state. Based on the information of the National Statistical Committee of the Republic of Belarus, the proportion of small and medium businesses in the main economic indicators of the development of the Republic of Belarus is increasing every year. It would seem that, looking at the various ways of supporting small and medium business, which quite effectively allow private business to develop in the Republic of Belarus, it cannot be that business does not develop, thereby making it easier to do business in the country, however, there are several constraining factors for business development in the country. Despite various kinds of supports, they are insignificant financially. And in principle, this support is mainly provided to enterprises that offer something new, innovative. One of the most important problem is the following: in the Republic of Belarus state-owned enterprises receive the main economic support, they are also the most significant and influential in the country. These enterprises are often unprofitable, but government investment continues to flow into these enterprises. Also, usually to open your own business you need to contribute your own capital. Most people in our country do not have such capital at all; it can be acquired through a credit from someone, which is not a reliable way. And therefore, it is necessary to open ways for foreign countries to invest in promising enterprises in the country. There are no large private enterprises in our country, all large enterprises, often unprofitable, are in the public sector. And if we make an analogy with the United States of America, where, for example, Apple, which is one of the largest and well-known companies in the world, in its beginning received funding, which gave it a start for further development. I see solutions to the problem of developing small and medium businesses in the following: more significant financial support for small business, by shifting investments towards promising enterprises of the Republic; reduction of interest rates on loans for small and medium businesses, as well as for individual entrepreneurs; easing tax legislation, as well as attracting foreign companies and foreign investments.

**Conclusion.** Private business is very important for the development of the economy in the Republic of Belarus. Despite various types of supports, our country has a lot to strive for. In our country, only the beginning has been made for free competition and easy entry into the business sphere. These solutions to the problem can help not only the development of small and medium businesses in the country, but also solve the problem with investments in unprofitable enterprises, thereby developing promising.

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## THE FACE OF BUSINESS ON THE INTERNET

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*Резюме – современное общество не может вообразить свою жизнь без компьютерных технологий и Интернета. Каждый стартап и налаженный бизнес стремятся к тому, чтобы любой заинтересованный человек смог найти о нем информацию во всемирной сети. Для этого бизнесмены прибегают к созданию своего собственного сайта.*

*Resume – modern society cannot imagine its life without computer technology and the Internet. Every start-up and established business strives to ensure that any interested person can find information about it on the world wide web. To do this, businessmen are ready to create their own website.*

**Introduction.** A website for business is a tool that introduces the buyer to your activities, sells products to the buyer, or helps to find contacts of potential partners for further cooperation. Also, a website is an opportunity to find job vacancies, for example. A successful business in the 21st century keeps in touch with its audience, speaks its language, and builds trusting and friendly relationships. The company needs to hear its customers and understand them, and the website is almost the only tool that allows this.

**The main part.** The site should not be considered as another line of expenses, but as an opportunity for businesses to reduce these costs in the future. You can save money on staff and premises. Why spend money on salaries for sales managers who close standard deals, if you can automate this process by reducing the staff? You can leave two managers to handle complex, problematic and individual orders, and let the site handle the rest of the orders. Also, the site will allow the company to save money on renting premises. Namely, retail stores and offices for meeting with customers.