

policy. It is safe to say that the German state is aimed at helping enterprises in the sphere of innovation and at encouraging scientific development in business.

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#### DIFFICULTIES OF STARTING A BUSINESS IN THE MODERN WORLD

*А. Д. Ворошилов, студент группы 10502122 ФММП БНТУ,  
научный руководитель – старший преподаватель Г. В. Прибыльская*

*Резюме – данная научная работа рассматривает проблемы формирования бизнеса в современном мире. Рассматривает шаги в построении успешного бизнеса.*

*Resume – this scientific work examines the problems of business formation in the world. The steps in building of successful business are considered.*

**Introduction.** Starting a business in the modern world can be a daunting task. To start a successful enterprise, entrepreneurs must have a clear plan, market knowledge and financial support. The purpose of this research paper is to provide an overview of the modern business environment, including the challenges and opportunities faced by entrepreneurs. It will also cover the steps necessary to open a successful business in the modern world. The modern business environment is characterized by constant changes and failures. Innovations in technology, changes in consumer behavior, and economic fluctuations affect how a business operates. The Covid-19 pandemic has further highlighted the need for businesses to be adaptable and flexible. Also knowing that no country makes a complete product, and cargo transportation for the transportation of parts or materials to other countries plays a key role here. But due to the current difficulties in some regions of the world, there are difficulties with supplies, and this entails additional expenses. Difficulties can be both natural, various kinds of cataclysms, and related to the political activities of different regions. Entrepreneurs must be able to anticipate changes in the market and react to them in order to remain competitive.

**The main part.** One of the biggest problems faced by entrepreneurs is access to financial support. Without access to capital, it is difficult to start and develop a business. Other tasks include market research, understanding your target audience, and creating a reliable business plan. Marketing and branding are also

important areas that entrepreneurs need to focus on in order to stand out in a crowded market.

Despite the difficulties, there are also many opportunities for entrepreneurs in the modern world. Advances in technology have made it easier for companies to reach a global audience. Instagram Facebook, Twitter and social media platforms provide companies with low-cost marketing opportunities. The development of e-commerce has also created new opportunities for entrepreneurs who can create an online presence to reach customers around the world.

To open a successful business in the modern world, entrepreneurs must perform several key steps. The first is to conduct a thorough market research to understand the current state of the industry. This will help identify any gaps in the market and determine the viability of a business idea. Next, entrepreneurs should create a reliable business plan that outlines the mission, goals and strategies for achieving success, and it is also worth determining what will be the success. Financial planning is also crucial at this stage, including securing funding and budgeting. Marketing and branding are the most important components of any successful business. Entrepreneurs need to develop a strong corporate identity and marketing strategy that resonates with their target audience. This may include social media marketing, email marketing, and other digital marketing methods. Entrepreneurs should also focus on creating a positive customer experience that promotes loyalty and repeat business.

**Conclusion.** Starting a successful business in the modern world requires a combination of skills, knowledge and support. Entrepreneurs need to be flexible and adaptable to navigate the ever-changing business environment. However, there are many opportunities for those who can identify them and create a reliable business plan. With the right combination of strategies and resources, entrepreneurs can open a successful business that contributes to the economy and society as a whole.

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