

## DIFFICULTIES OF STARTING MECHANIC ENGINEERING BUSINESS IN THE MODERN WORLD

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*Резюме – данная научная работа рассматривает плюсы и минусы построения машиностроительного бизнеса в современном мире. Рассматривает шаги в построение успешного машиностроительного бизнеса.*

*Resume – this scientific work examines the pros and cons of building a mechanical engineering business in the modern world. Considers the steps in building a successful mechanical engineering business.*

**Introduction.** If you ask any entrepreneur, there are a lot of problems when starting a business. Starting a mechanical engineering business requires a lot of effort, dedication and, most importantly, passion. If you are willing to make an effort to create your own business, you will need to follow very important steps to create a successful business. There are many factors to consider when starting a mechanical engineering business. Mechanical engineering enterprises can serve a wide customer base. The main tasks include mechanical design, analysis and production in industrial, municipal and commercial conditions. As a potential business owner in the field of mechanical engineering, you need to familiarize yourself with the types of customers and services that are often used in the industry. Ultimately, many engineering firms specialize in some market segment. While a niche marketing strategy may be useful, it is wise to target a large range of customers, until you have accumulated enough business experience to justify this specialization. Another approach is to specialize in a discipline such as mechanics, kinematics, drawing, robotics or structural analysis.

**The main part.** Unfortunately, many inexperienced aspiring entrepreneurs approach ownership with the erroneous idea that a startup is the only option, although they would like to buy a business. If you don't have different reasons for starting a new business, buying an existing business may be the best way to solve this problem. The good news is that the acquisition of a business is accompanied by an already familiar name and is usually accompanied by a constant number of customers. The main thing is to find a business that will be sold and that exactly matches your ownership philosophy and professional goals.

A high-quality business plan is the first step to a successful business. If you are serious about your business plan, then you will have a document that will guide your company during the critical first year and even after. In addition, a good business plan will help you avoid key mistakes when opening. If your business plan includes accurate industry indicators and conservative forecasts, your business will be less vulnerable to market fluctuations and catastrophic surprises. Before starting a business in your city, district, or even country, it would be a good idea to determine how many competitors you have. And in no case do not ask

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.

#### REFERENCES

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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*