

2. Targeted advertising when promoting goods or services. It is possible to photograph an advertising campaign for a specific audience, focusing on its personal and professional preferences.

3. Increased awareness, dissemination of information on the principle of "word of mouth" (viral advertising).

4. The ability to maintain a dialogue with the audience, promptly respond to questions and responses, track reviews and contact their authors to resolve conflict situations.

5. Track the result of an advertising campaign in real time (reposts, likes, number of new subscribers, comments, and so on) [3].

Conclusion. In order to keep up with customer expectations and keep up with competitors, small and medium-sized enterprises need to constantly develop, implement digital solutions to achieve their business goals. It is almost impossible for a modern person to imagine that the organization he is interested in is not represented on social networks. Now our opinion about the company is formed even before we start communicating with it. It is important for a business to create such a point of contact with a client in social networks in order to please him even before direct interaction. Social networks provide business recognition, the ability to effectively interact with customers. If you want to attract attention and increase your value to consumers, social networks are tools that you need to use.

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BUSINESS IN BELARUS: OPPORTUNITIES AND CHALLENGES

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Резюме – основной целью данной работы является рассмотрение бизнеса в Беларуси, его возможностей и испытаний.

Resume – the main goal of this work is to consider business in Belarus, opportunities and challenges.

Introduction. Belarus, a landlocked country in Eastern Europe, has been making strides in developing its economy and attracting foreign investors. The country's strategic location, well-educated workforce, and favorable business

climate make it an attractive destination for businesses looking to expand their operations. However, Belarus also faces several challenges that can hinder its growth potential.

The main part. One of the main advantages of doing business in Belarus is its location. The country serves as a gateway between Europe and Asia, with access to major markets such as Russia, Ukraine, and the European Union. This makes it an ideal location for companies looking to expand into these regions. Additionally, Belarus has a highly skilled workforce, with a strong focus on technical education. The country has a high literacy rate and invests heavily in science and technology, making it an attractive destination for companies in the IT sector.

Another advantage of doing business in Belarus is its favorable business climate. The country has a flat tax rate of 18 %, which is one of the lowest in Europe. Additionally, the government offers various incentives to foreign investors, such as tax exemptions and subsidies. The country has also made efforts to improve its infrastructure, with investments in transportation and telecommunications.

Despite these advantages, Belarus faces several challenges that can hinder its growth potential. One of the main challenges is its political environment. The country has been ruled by President Alexander Lukashenko since 1994, and his authoritarian regime has been criticized for human rights abuses and lack of political freedoms. This can deter foreign investors who are concerned about political instability and uncertainty. Another challenge is the country's dependence on Russia. Belarus relies heavily on Russia for energy imports and exports, which can make it vulnerable to geopolitical tensions between the two countries. Additionally, the country's economy is heavily reliant on exports of goods such as potassium fertilizers and heavy machinery, which can be affected by fluctuations in global demand.

Conclusion. In conclusion, Belarus offers several opportunities for businesses looking to expand their operations in Eastern Europe. Its strategic location, skilled workforce, and favorable business climate make it an attractive destination for foreign investors. However, the country also faces several challenges, such as its political environment and dependence on Russia. Despite these challenges, Belarus has made significant progress in developing its economy and attracting foreign investment, and it will continue to be an important player in the region's business landscape.

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