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THE RELIABLE PATH TO SUCCESSFUL ENTREPRENEURSHIP

ВЕРНЫЙ ПУТЬ К УСПЕШНОМУ ПРЕДПРИНИМАТЕЛЬСТВУ

There is a stereotype that in Belarus it is very difficult to start a business. But there are enough difficulties in business in any country. We were able to identify the following problems: insufficient financial support, complex legislation, absence of a specific business scheme. Therefore it is very important that a professional in this field has helped a beginning entrepreneur. Today we receive the majority of knowledge with the help of the mass media, so owing to television for example, a young businessman can declare his opportunities for the whole country. One of the most productive and fast-acting method is the project "My Business" of the ONT channel.

Thus the object of our research is support of small business at the republican level. The main goal is to show the impact of the TV project "My business" on the economy of Belarus. To reach the goal stated above, we set the following tasks of this study: to familiarize with the basic concepts of the project, to identify the relationship between the appearance of the project and the increasing activity of beginning businessmen.

The main goal of the program "My Business" is to demonstrate that anyone can build their own business. Organizers, partners and participants of the project on real examples show how to act in this or that situation, sort out typical mistakes of beginning entrepreneurs and give useful advice. All this allows the participants of My Business, as well as all the Belarusians, who are going to start their business, to increase the chances of success.

In the "My Business" initiative people receive free professional advice from mentors – top managers of large companies and organizations. With the support of curators, the authors of the projects are engaged in finalizing the business plan, improving the functionality and promoting their products.

In this year about 800 entrepreneurs from all over Belarus applied to participate in the third season of the social and educational project "My Business". The youngest of them – 13 years old, the oldest – 79!

After analyzing the available data, we found several regularities. 71% of applications came from men, 29% from women; 68% of questionnaires are in Minsk and Minsk region, the average age of participants is 33 years. As for the topics – in the industry leaders (23% of applications), services (15%), tourism and entertainment (13%), public catering (13%) and IT (10%).

We conducted a small study of the winners of the first and second seasons of the project "My Business". The company "Trend By" was the first, it is engaged in the manufacture of accessories for cars and outdoor activities. The company came to the project with an ambitious goal – to enter the international market. Thanks to the help and advice of professionals, «Trend.By» increased its indicators by 2.5 times, actively cooperates with Russia and launches supplies to Ukraine.

The next winner was the confectionery company «Cakes.By». The company was on the verge of bankruptcy, however it improved its position in the market after several months of work with an experienced team. So the profit has increased 3.5 times, orders increased 10 times, in addition, the state has been expanded.

The study shows that there is a positive trend in development of small business in the Republic of Belarus. With its help, a lot of citizens could self-fulfilling or simply find a job. Besides, a constant increase in the share of small businesses in GDP says about importance of small business for the country's economy. The project «My Business» has played an important role in the development of innovative projects, helped promising entrepreneurs to implement their ideas.

To conclude we might say that thanks to these projects not only existing businesses but beginning entrepreneurs can get a painless experience. Entrepreneurial talent and initiative is the property of the country, an inexhaustible economic resource. Entrepreneurs are people who are not afraid to go forward, dare, take risks, take responsibility. They are the yeast of the economy. With their creativity and energy they are able to breathe life into non-standard ideas, to light a team of like-minded people. And the more residents of Belarus disclose their entrepreneurial talent, the richer and stronger our country will become.

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SHOULD DRUGS BE LEGAL IN BELARUS?

ДОЛЖНЫ ЛИ БЫТЬ ЛЕГАЛИЗОВАНЫ НАРКОТИКИ В БЕЛАРУСИ?

Nowadays the drug problem is one of the main problems of the world. This is why we've chosen this theme and this is the object of our research. So, the subject of our research is L (legalization) and D (decriminalization) of drugs. Our main aim is to decide if the approaches of different countries are suitable for Belarus. In this research we want to complete our tasks, which are to find out: 1. Where were drugs legalized and decriminalized? 2. What are the results of drugs L and D in different