

around the world. Not far from Lapland extraction of nickel and copper is continued. These resources are used to satisfy the needs of Finnish companies and are also exported. The country's largest companies are involved in the production of stainless steel, special equipment and trucks, elevators and escalators, electromechanical products. As for the food industry, Finland is a major supplier of dairy products. Fazer is world famous for its chocolate. The production of spirits, including elite ones, as well as beer has been established. Some decline in the food industry is observed due to the Russian sanctions. Forestry plays a key role in the country's economy, making it one of the world's leading wood producers and providing raw materials for the wood-processing industries. Agriculture is focused on wood production. In animal husbandry the dairy direction prevails. The structure of agriculture is dominated by small farms and enterprises.

Finland's economy can be described as highly competitive, with a specialization in the high-tech sector and, in particular, information and communication technologies. Due to the export of information and communication technologies, Finland's foreign trade in high technology is more profitable than in any other country in the European Union.

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**A. Artemyeva, A. Alexeevets**  
**А. М. Артемьева, А. С. Алексеев**  
БГЭУ (Минск)  
*Научный руководитель Ю. М. Савчук*

## **FEATURES OF THE AUTOMOTIVE BUSINESS RUN IN JAPAN**

### **Особенности ведения автомобильного бизнеса в Японии**

The following research describes mechanical engineering as one of the leading industries in doing business in Japan. The main goal of the research is to reveal all the features of the mechanical engineering area. The main tasks of the work are to consider the history of the development of mechanical engineering and the specifics of doing business, as well as the prospects for development in this area. A large role in the rise of the automotive industry was played by the «Repair of American cars». A new powerful impetus to this program was given by the war in Korea, when up to 4 thousand cars were restored monthly. This allowed to open about 30 thousand jobs. The government took the development of the industry under tight control.

Japan's automotive industry began to grow rapidly when the financial position improved due to the orders of the US Army and updated equipment. Currently, some

automotive production in Japan has the third, the fourth and even the fifth step of the subcontract. This cumbersome pyramid works clearly, thanks to the hard planning and control of the work and the state of each link of the subcontracting system. Each company in such a pyramid has been able to set monthly, weekly and even daily production schedules and product shipments. As a result of such a restructuring, production costs were reduced, and competitiveness was raised to a world-class. The first attempts to enter the automotive markets of developed countries ended in failure. Although prices for Japanese cars were low, their quality lagged behind world standards. Therefore, the task was to improve the reliability of Japanese products, primarily cars. Success to the Japanese automotive industry in foreign markets came only in the late 60s, when a production system was created, which ensured the optimal scale of production, low costs and excellent quality of cars due to strict control at every workplace by the immediate performer. Automotive industry in the 60s became a «locomotive» pulling the country's economy with the increasing growth of production. From the first steps, the industry was focused on export. Domestic demand was very large. However, «Oil Shock» of 1973 caused the rise in prices for gasoline. As a result, buyers began to give preference to small-sized, economical cars, and the Japanese constructors switched to the production of such vehicles, based on the conditions of the domestic market. The production of cars in Japan itself for a number of reasons had decreased, primarily due to the growth of the yen. But it did not cause special concern about the leadership of Japanese companies. They began to transfer production abroad, including the United States. Japan actively cooperates in the global «automotive industry development program». In this regard, 5 of the largest automotive companies in Japan planned to bring the production of cars at their plants in the USA up to 3 million per year already in 1998. Japanese companies pay great attention to creating their manufacturing base in Asian countries, especially in China, whose car market is regarded as very promising. Japanese companies have begun to make the introduction of flexible production systems that allow one conveyor to produce small series of models on one conveyor, taking into account the personal customer requests.

To conclude, the management of Japanese companies focuses on the creation of global production systems, which will be more stable than in individual countries, and less prone to political and economic cataclysms that may arise in a separate country. According to the statistics, 5–6 million cars are sold annually in the domestic market. The total turnover of all the country's automotive companies is about 25 trillion yen per year.