

FEATURES OF DOING BUSINESS IN THE USA

Особенности ведения бизнеса в США

The USA is a country of entrepreneurs that sets development trends around the world, because it has a lot of unusual ideas for developing and maintaining business almost every day. You can either invest somewhere or start your business from scratch, but for this you need to know some of the features of its conduct in this country. That is why the purpose of this article is to study the peculiarities of doing business in the USA.

Before opening a company in the USA, a foreign merchant should know that he will have to re-learn the basics of business, since his experience of entrepreneurship there will not help him, he will also have to gain experience and carefully look at how and what competitors do, study the American market in detail, calculate all the risks of registering his own or buying an existing one as well as enlist the support of an experienced lawyer who will help the businessman successfully implement the project. Usually, the entire preparation takes from 2 to 4 months, so it is recommended to start drawing up a business plan in advance.

Business in the USA is conducted in conditions of the fiercest competition. Two hypermarkets have every chance to stay on the same street, and this data will not surprise anyone. In order to "kill" the competition, many entrepreneurs in the United States work at a loss for the first time in order to attract buyers. It is appropriate to work only in civilized ways, both with the support of various marketing technologies and the method of building trusting relationships with customers.

Perseverance is highly valued in America. In this country, the customer is called until they get through. Even if the buyer does not respond to calls, this does not mean that he is not interested; he wants to be sure that the seller cares about him. You need to be more persistent in order to get customer loyalty. But in any case, the rules of etiquette must be observed.

Customers in this country are used to being begged and persuaded, almost begging, to purchase goods, otherwise they may be offended. And it should be taken into account: there, the business depends on each buyer, who, in case of lack of interest or benefit for himself, is at any moment able to switch to one of thousands of other competitors who attracted him with a more caring attitude to customers. That is, regardless of what the client is, you need to adore him and treat him with interest. In addition, it is the responsibility of the business owner to respond to any message, any call from a client, as well as to meet with them. In

addition, in America, whether it's a promotion or participation in a project, you have to ask for everything yourself, just like in business – without your most wonderful opportunities will not be able to become a reality.

Thus, we can state that starting a business in the USA is an extremely important step in the life of every businessman. They need to take into account all the above mentioned difficulties they will have to face.

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FEATURES OF DOING BUSINESS IN COUNTRIES AND REGIONS OF THE WORLD

Особенности ведения бизнеса в странах и регионах мира

This year will be the 17th year as the World Bank assesses: how easy or difficult it is to do business in various regions and countries of the world, where conditions are most pleasant, and where it is better to say goodbye to the idea of starting your own business. The Doing Business report dates back to 2002. And of course this list always changes. Thus this year, Georgia, ranked 6th in the global ranking of the Doing Business, has the highest rating among the countries of the Europe and Central Asia region. After it there is the Republic of Macedonia (on the 10th place), Azerbaijan (on the 25th place) and Kazakhstan (on the 28th place). Tajikistan (126th place) and Bosnia and Herzegovina (89th place) have the lowest rating. Other major economies of the region and their ratings are the following: The Russian Federation is on the 31st place, Turkey — on the 43rd place and Ukraine — on the 71st place.

So where is it better to open your own business? We would like to tell you about the 7 most favorable countries for this.

New Zealand is a small country, famous all over the world not only for its beautiful views, but also for the freedom that the authorities provide to entrepreneurs. The country's leadership is constantly developing programs to support entrepreneurship and is happy to accept foreigners seeking to open a business. Special benefits are enjoyed by those who have decided to work in the field of IT technologies; High-tech production; Scientific developments or Biotechnologies.

You can open a business from scratch in constantly developing Singapore literally in a day: by submitting an application in the morning. A simple taxation system, the stability of