

**PROBLEMS HINDERING THE DEVELOPMENT OF THE ECONOMY OF THE BELARUS
WHEN STARTING A BUSINESS****В.В. Мошенский**, 2 курсНаучный руководитель – **Г.В. Прибыльская**, старший преподаватель
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The current economic conditions perfectly express many of the problems of the current business. Each economic structure has the ability to demonstrate its effectiveness due to successful entrepreneurial activity. Without entrepreneurship and business building, the economy would not be able to work normally and develop successfully. Accordingly, business occupies a special place in the structure of our society.

It is possible to solve the problems of modern business only by applying the most effective rules for a decent increase and expansion of the employment rate, a decent increase and expansion of the part of the budget responsible for income, reducing social tension among people and consolidating stability in the political field. Also, productive business development leads irreproachably to the development of the current sector of the economy, as well as to a good increase in the level of innovation activity among people. That is precisely why economically developed countries will in any case approve successful business development [1].

In today's fast-paced world, entrepreneurs face many challenges when starting and running a business. Here are some of the main difficulties:

1. High competition:

Globalization and technological advancement have led to the emergence of new competitors in the market. Businesses need to constantly adapt and improve to stand out from the crowd and attract customers.

2. Highly progressive changes in technology:

Technologies are developing rapidly, which inevitably leads to the need for continuous training and updating of hardware and software. This can be a financial and time burden for businesses.

3. Economic instability:

Economic downturns, exchange rate fluctuations and political uncertainty can significantly impact a business. Businesses must be prepared for unforeseen circumstances and have reserve capital at their disposal.

4. Complex regulation:

Governments around the world are introducing increasingly stringent rules and regulations to govern business activities. This can create a significant burden on businesses, especially small and medium-sized ones.

5. Lack of skilled workers:

As the labor market becomes increasingly tight, businesses find it increasingly difficult to find and retain skilled workers. This may result in higher recruitment and training costs.

6. Cyber threats:

In today's digital world, cyber threats pose a growing threat to businesses. Hackers can steal sensitive data, crash systems, or damage reputations.

7. Supply chain problems:

Supply chain disruptions caused by factors such as the COVID-19 pandemic or geopolitical tensions can lead to raw material shortages, delivery delays and higher costs.

8. Climate change:

Extreme weather events, rising sea levels and other impacts of climate change can negatively impact business operations and profitability.

9. Global crises:

Pandemics, economic crises and geopolitical conflicts can cause significant business disruptions and threaten the survival of businesses.

10. Lack of funding:

Obtaining funding to start or expand a business can be challenging, especially for first-time entrepreneurs. Traditional lenders are tightening their requirements for borrowers, and non-traditional sources of financing can be expensive [2].

As a result, we get that in the modern global economy, entrepreneurs need a high degree of adaptability, the use of innovations and technologies in various business areas, as well as fearlessness in risk management when doing business. Only companies that are able to respond quickly to changes in the economic environment and make clear and informed decisions can succeed.

References

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