

For the future, Ukraine should build relations with its international partners solely on practical basis grounding on national interests and mutual benefit. It is time to put an end to the hopes of humiliating mercy of foreign capital. So today Ukraine must synthesize and use the best practices of the strongest players on the world market: German consistency, Chinese strategic planning, American innovation and thought-out personnel policy [2].

Of course, in the process of development of Ukraine for a certain period, new tasks and problems will arise, but they will be successfully developed on the basis of already accumulated potential and acquired state-building experience. This is the greatest guarantor of the development of the national economy in the strategic perspective.

### **References:**

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### **ENTREPRENEURSHIP: OPPORTUNITIES AND THREATS**

Most simply defined, an entrepreneur is a person who identifies a need and starts a business to fill that void. But this basic definition provides little insight into the specific character traits and attributes that make a person thrive as an entrepreneur.

Entrepreneurship has been described as the "capacity and willingness to develop, organize and manage a business venture along with any of its risks in order to make a profit". The most obvious example of entrepreneurship is the starting of new businesses [1].

In economics, entrepreneurship is the process by which either an individual or a team identifies a business opportunity and acquires and deploys the necessary resources required for its exploitation. This is the act of being an owner or manager of a business enterprise who makes money through risk and initiative.

Every business has internal strengths and weaknesses. Every businesses faces a changing market, changing competitors, changing customers with their evolving tastes and preferences, and changing technology that pose external opportunities or threats.

One of the toughest parts of being an entrepreneur is finding the next opportunity to make it big in business. There is always another opportunity coming down the road, but your job is to distinguish the good ones from the bad ones and make smart business decisions that will set you or your startup ahead in the long run.

There are definitely ways to go about this:

**Angel Investors** can be great resources for the entrepreneur looking to stress less about funding and focus on product and customer loyalty and service, and angel investors are backing the market in a way that has not been seen before.

**Foreign Markets** especially the Chinese one, have seen exponential growth in the past few years. Any startup owners that know how to recognize this opportunity for what it truly is access to the largest market on earth will be thanking themselves all the way to the bank.

### **The Social Power of the Internet**

Strategically placing your business and brand in the center of conversations and creating a culture around your brand will effectively separate your business from your competition's by truly connecting to customers on issues they care about.

There are several personal risks you'll take on when you become an entrepreneur, and none of them should be taken lightly. Almost every entrepreneur will inevitably face these risks, and if you aren't prepared for them, or if you don't address them appropriately, they could consume you [2].

#### 1. Financial Risk

Seek outside funding, and find a supplemental source of income so you aren't wholly dependent on entrepreneurial returns.

#### 2. Overwork.

When you're in an entrepreneurial role, you'll have more responsibilities than you've ever had before. Working too long on a consistent basis can leave

you exhausted, raise your blood pressure, leave you susceptible to common diseases, and put you at risk for a number of physical ailments. Don't be afraid to delegate, and try to keep your work schedule reasonable.

### 3. Burnout.

An end result of pushing yourself too hard, investing too deeply in your idea, and comparing the reality of your business to what you imagined can be occupational burnout. To prevent burnout, be sure to take breaks and measures to keep your work interesting.

### 4. Depression.

Depression in entrepreneurs is startlingly common, and more entrepreneurs are speaking up about their experiences. Being an entrepreneur, solely responsible for countless decisions and under pressure to be positive all the time, gets lonely. Be sure to take personal time, and don't be afraid to talk to your friends and family members. Seek help before it becomes too much of a problem.

### 5. Relationship Decay.

Working long hours means you'll be away from your friends and family. Being obsessed with your ideas means you'll have less time to share in your relatives' passions and interests. If you want to prevent this from happening, set your relationships as priority one, your business can take a close second.

No matter how passionate you are about your business, your personal health and well-being have to come first. If you allow yourself to deteriorate, your business won't be able to survive, and you'll be left with almost nothing to carry forward. If you make the time and effort to take care of yourself, entrepreneurship is a rewarding, enriching journey even at its lowest points. Prioritize yourself, and everything else will follow.

## **References:**

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