

1) The improvement of standardization. High quality of domestic products will help to create high image of Ukraine on the international markets;

2) The creation of conditions for improving the development of innovation activities, introduction of the advanced technologies production, modern products of new technology, and prevention of the talented developers leakage;

3) On-time response for market changing;

4) The defending of national producers' interests.

Consequently, Ukraine's current position on the foreign market demonstrates very low Ukrainian enterprises' competitiveness in the world due to a number of problems, first of all, raw material structure of Ukrainian exports. In order to increase the competitiveness of Ukrainian products, it is necessary to take an example of the developed countries, where competitiveness is constantly at the center of attention of statesmen and business circles. We can say that Ukrainian enterprises have great potential for entering the international market. But we can only bring the domestic products at a competitive level in case of comprehensive state actions.

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## **THE MAIN STAGES OF CREATING YOUR OWN BUSINESS**

Creating of your own business is always at risk. When creating your own business, you need to remember the responsibility for its functioning, development and survival. Any person - an engineer, an economist, a technician, a medical worker, a seller, an inventor - can establish his or her own business. It is necessary only to define own business abilities and probable

opportunities to become a businessman. To remain a businessman one should obtain non-standard thought, the will of force, purposefulness, high efficiency, the tendency to search new, that is, those who in the business activities see the content of his life.

The decision to do business includes the following:

— desire to create one's own business to become a master, a reluctance to work for someone;

— refusal from a previous career and willingness to change your lifestyle;

— a belief that your own business is a prestigious and worthy occupation;

— possibility to create your own business (availability of funds, conditions);

— confidence in the reality of creating such a business, provided that the necessary external and internal prerequisites exist.

Whether something from something will appear, and for the creation of an organization, a founder is required, who will be fully responsible for the proper conduct of the stage of the founding of the organization. The foundation phase includes the following works:

— development of constituent documents;

— meeting of founders;

— formation of statutory fund;

— providing constituent documents for registration.

The package of constituent documents depends on the legal form of the enterprise.

Not everyone can do anything worthy of the first time, and this distinguishes successful people from failures. Whoever wants to become a successful entrepreneur, despite his defeat, rises from his knees and goes further with faith in his own business, and loser seems to be in the first failure. So before you start your own business, you should ask yourself: "Why am I and can I cross all the obstacles that will encounter in my path? " And here the main thing is not to deceive.

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