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New challenges for Bulgaria along the way when building a new economy

Achieving and sustaining competitiveness is a lengthy process and as political and social transformations are taking place and as the state is beginning to relocate its functions business is encountering a new situation. The lack of experience and knowledge about this new environment faces them with a new challenge, to find out the new factors that help the process to work.

Requirements for flexibility, creativeness, and assimilation of the new forces and changes in all areas affect the way business functions. In the established economies the mechanism which disciplines market partici-

pants is called "market forces", and it controls the nature of the interactions between each area of the market system, un-ethical behaviour slows economic development and growth. This is something as yet un-realized and un-known in Bulgaria. In a transparent environment, where the existence and profitability of entrepreneurs is dependent on their credibility, trust and respect, the market as a mechanism itself ensures limited access for "unethical" participants.

Transformations in laws in general, taxes and audits affect the way organizations conduct their business. Improving the envi-

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