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## **CORPORATE CULTURE AT THE BEGINNING OF ENTREPRENEURSHIP**

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**Abstract.** The article reveals the question of forming a corporate culture in parallel with the formation and development of a small enterprise, using the example of Yoga Studio. First of all, the authors reveal the importance of the corporate culture study, which is due to the fact that there is a society tendency of the corporate systems desire to develop competitive advantages through the perception of advanced managerial achievements. Next, the basic concepts are presented associated with the formation of corporate culture. The formation of the corporate culture was carried out in stages: first, a SWOT analysis was carried out of the culture formation factors. Then the mission, strategy, main goals and values are chosen. The authors have identified and formulated key goals aimed at the organizational success. A study was conducted using the OCAI method for determining the type of corporate culture, the prevailing type of culture was identified. Next, the authors identified the main activities to improve the corporate culture in the studio "Yoga for All". In conclusion, the authors determine the possible economic and social effects of measures aimed at the corporate culture strengthen in the studied yoga studio. The corporate culture formation allows orienting all employees to common goals and provides productive organizational interaction.

**Keywords:** culture, corporate culture, company, personnel, efficiency.

**JEL code:** M14.

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