

often fundamental when planning expenses. The average time to build a quest is from 3 months to 6. Moreover, time in this business is a particularly valuable resource. After all, while the quest is under construction, the script is aging, "wow-chips" are lost, and rental payments "eat up" the budget. On average, the scenario loses relevance in 12–18 months, after which the quest needs to be either supplemented or rebuilt.

Conclusion. As one can see, the quest industry depends very much on the needs of the players themselves and on trends in the world. In this business, it is necessary to constantly improve or change quests due to the loss of relevance and changing trends.

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MARKETING IN BUSINESS

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Резюме – в этой статье исследуется маркетинг в бизнесе его роль для успешного функционирования компании.

Resume – this article explores marketing in business and its role for the successful functioning of the company.

Introduction. Marketing is the process of managing and planning the production and sale of goods and services, as well as the relationship between a company and its customers. Nowadays, marketing is an essential tool for any business.

As part of the study, various scientific sources were analyzed, including articles, books and reports, as well as surveys of various companies. The study showed that marketing is a key element of business that helps companies attract new customers, retain existing ones and grow the company.

Main part. One of the main aspects of marketing is knowing the audience. Companies must understand the needs and expectations of their customers in order to create products and services that will be most in demand. To do this, it is necessary to conduct market research and analyze customer data in order to better understand their needs.

In addition, marketing also helps companies create unique products and services that stand out from the competition. This can be achieved through innovation, improving the quality of products, or creating a unique brand.

Communication with customers is key to a successful marketing strategy. Companies must communicate with customers to understand their needs and provide them with the right information about products and services. For this, various marketing tools are used, such as social networks, email, advertising, etc.

For successful marketing, you need to constantly monitor changes in the market and analyze data about competitors. This will help the company to adapt to the changing economic situation and provide the products and services that will be most in demand.

Conclusion. Overall, this study showed that marketing is an integral part of business. It helps companies attract new customers, retain existing ones, and grow the company. Successful marketing requires knowledge of the audience, the creation of unique products and services, communication with customers, market analysis and a clear marketing strategy. All of these factors help companies achieve their goals and thrive in a competitive environment.

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ANALYSIS OF GLOBAL KICKSHARING MARKET

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Резюме – в статье рассмотрено текущее состояние мирового рынка кикшеринга и его основные движущие факторы. Представлен прогноз на будущее и причины, которые могут замедлить темпы развития рынка.

Resume – the article examined the current state of the world kicksharing market, showed the main driving factors, presented a market valuation and future forecast, indicated the factors that may slow down the pace of development.

Introduction. One of the global trends in recent years is the emergence of sharing e-scooters, which are now being used not only for entertainment purposes but also as a full-fledged transportation solution. Kicksharing is the “first and last mile” transportation that can serve as an alternative not only to taxi rides, carsharing or public transportation, but also to walking routes.

Main part. The development of kicksharing has been facilitated by factors such as increasing urbanization, traffic congestion, environmental awareness and expanding customer base comprised of people from Generation Z.