

The conclusion. Belaruskali has faced significant challenges since the imposition of sanctions by the European Union and other countries. As a result, Belaruskali has been forced to shift its focus to alternative markets, including new ports in Russia. Belaruskali has proven to be a resilient and adaptable company, with a strong foundation in the potash industry. If the sanctions are eventually lifted, the company is well-positioned to resume its previous level of success and growth. Overall, the impact of sanctions on Belaruskali has been significant, but the company has shown the ability to adjust to changing circumstances and remain competitive in the global fertilizer market.

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THE FUTURE OF BELARUSIAN RAILWAY: CHALLENGES AND STRATEGIES FOR GROWTH

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Резюме – статья анализирует состояние экономики Белорусской железной дороги в 2017 и 2022 годах на основе статистических и финансовых показателей. В статье предлагается продолжение модернизации Белорусской железной дороги и развитие инфраструктуры для повышения эффективности и экологической устойчивости.

Resume – the article analyzes the state of the economy of Belarusian Railways in 2017 and 2022 based on its statistical and financial indicators. The article proposes Belarusian Railways to continue modernizing and developing its infrastructure to improve efficiency and ecological sustainability.

Introduction. The Belarusian Railway is an important component of Belarus' transportation infrastructure and plays a key role in freight transportation both domestically and internationally. In this article, the state of the Belarusian Railway's economy in 2017 and 2022 will be analyzed based on statistical data on its financial indicators.

Main part. Having analyzed the changes in the Belarusian Railway's economy in 2017 and 2022 [1; 2; 3], The author would like to present a result in a table and comments the results (table 1).

Table 1 – Comparison of financial indicators of the company based on the data in thousands of Belarusian rubles:

Indicator	2017	2022	Change (%)
Current Assets	614,321	767,424	+24,9
Non-Current Assets	3,889,009	1,298,151	-66,6
Equity	1,720,644	4,666,511	+171,3
Long-Term Liabilities	1,325,991	2,653,336	+100,2
Short-Term Liabilities	1,081,766	1,652,728	+52,8
Profit/Loss Before Taxation	151,585	252,693	+66,8
Net Profit for the Year	269,900	238,998	-11,5

Source : author's own development based on [1; 2; 3].

The current assets of the Belarusian Railway have increased. This may indicate an increase in the operational activity of the company and its ability to generate revenue. The increase in current assets may also be related to an increase in transportation volume and / or higher prices for railway services.

The non-current assets of the Belarusian Railway have decreased. This may indicate a decrease in the investment activity of the company, possibly related to a reduction in investments in fixed assets, equipment, and other long-term assets. The decrease in non-current assets may also be related to a high level of depreciation and aging of the company's material and technical base.

The equity capital of the Belarusian Railway has significantly increased. This may indicate an increase in the capitalization of the company. A significant increase in equity capital can improve the financial stability of the company and its ability to withstand potential risks and uncertainties.

The long-term and short-term liabilities of the Belarusian Railway have increased. This may indicate an increase in the company's borrowings, possibly for financing investments, equipment modernization, or other corporate needs.

The equity ratio of the Belarusian Railway has also increased. This may indicate an improvement in the financial stability of the company and its ability to self-finance and reduce dependency on borrowed funds. However, it should be noted that this ratio still remains relatively low, which may indicate potential risks in case of unforeseen circumstances or the need for additional financing.

Conclusion. To sum up the author would like to consider the prospects of the company. The Belarusian Railway may continue to implement its strategy of modernization and development of its infrastructure, especially in the context of expected growth in freight and passenger transportation volumes in the region. This may include investments in acquiring new railway equipment, modernizing and expanding existing infrastructure facilities, and implementing innovative technologies to improve the efficiency and environmental sustainability of the company's operations. However, the Belarusian Railway may also face a number of challenges and risks, such as changes in international and regional economic conditions, political uncertainties, and regulatory changes that may affect the

company's operations, financing, and overall performance. It is important for the company to manage carefully these risks and uncertainties while pursuing its growth and development plans.

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COCA-COLA MARKETING STRATEGIES FOR GLOBAL SUCCESS

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Резюме – в данной статье анализируются маркетинговые стратегии компании Coca-Cola, которые привели к глобальному успеху бренда компании и обеспечили ей лидерство на мировом рынке напитков.

Resume – the article analyzes the marketing strategies of the Coca-Cola Company which led to the global success of the company's brand and made it the marker leader in soft drinks market.

Introduction. Coca-Cola is a classical model of how effective marketing tactics can help you take your business global. The well-known product was once sold to pharmacy customers as a drink from a fountain. The company started small, used various selling strategy to reach nearly 200 countries, and has grown into a multinational company. Coca-Cola is so influential today that there is hardly a person who is not familiar with this brand [2].

The main part. Here is the marketing plan that was used.

1. Market segmentation. If you look at Coca-Cola ads, the company targets its audience based on age, family, income, and taste. Most Coca-Cola commercials usually revolve around Generation Z who is usually short on money. However, in some ads you will also see family dinners and activities. Coca-Cola also uses market segmentation to retarget its former customers. Millennials have been killing the Coca-Cola market for some time now due to health concerns. When