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KOMMUNARKA DURING THE ECONOMIC CRISES IN 2022

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Резюме – данная статья рассматривает влияние санкций 2022 года на развитие и деятельность крупного белорусского предприятия «Коммунарка». Определены основные трудности, с которыми столкнулась фабрика, и указаны антикризисные меры, благодаря которым удалось сохранить качество и доступность продукции для основных потребителей.

Resume – this article examines the impact of the 2022 sanctions on the development and activities of a large Belarusian enterprise “Kommunarka”. The main difficulties faced by the factory are identified, and anti-crisis measures are indicated, thanks to which it was possible to preserve the quality and availability of products for the main consumers.

Introduction. Factory “Kommunarka” is one of the largest producers of confectionery products in the Republic of Belarus. Every year the company produces more than 27 thousand tons of sweet products. The wide assortment of the factory has more than 350 names of confectionery products [1]. Export supplies during the previous years were constantly increasing. Sale of chocolate in 2021 compared to 2020 increased by 11 times [2]. However the geopolitical situation and the sanctions imposed in 2022 affected the work of many Belarusian enterprises, including the confectionery factory. It was a test of the strength of the entire Kommunarka team. The hard-earned reputation was at stake.

Main part. The first issue the enterprise had to resolve was supply of cocoa beans, raw materials, which are the main specificity of production. They are imported as cocoa beans do not grow in Belarus. The main supplier countries are Cote d'Ivoire and Ghana. And even without sanctions, this market has been experiencing serious turmoil in recent years: sometimes there is a cocoa bean shortage due to poor harvests, which results in a high price, and sometimes taxes

for local farmers increase, which also affects the price. Previously, more substitutes for cocoa butter were used. They were supplied by Western European countries but in 2022 they refused to sell raw materials. First of all, the company has decided to diversify the way it buys cocoa products. Now it deals with global suppliers and at the same time is working on the issue of direct deliveries from Africa. In response to the consequences of the sanctions, “Kommunarka” simply has started buying more cocoa beans and now it has a large reserve of these raw materials. So, it hasn’t left any effect on the quality of the products.

Due to the sanctions, the company's logistics have changed drastically. The chains and terms of delivery of cocoa beans and Kommunarka's export products have lengthened. If previously the logistics route went through Poland, now it goes through the territory of the Russian Federation. Goods that used to be delivered through the port of Odessa, now go through the port of Novorossiysk.

In 2020 Kommunarka supplied its products to 26 countries, in 2021 – to 25 ones, but in 2022 this number declined to 14 including Russia, China, USA, Israel, Armenia, Azerbaijan, Bulgaria, Georgia, Moldova, Mongolia, Uzbekistan, etc. [3]. Russia is the company’s main trading partner. 87 % of all the company’s exports in 2022 went to Russia; candies and chocolates were sent to 68 regions. “Kommunarka” supplied 12 thousand tons of products to Russia in 2022 [1].

But it is necessary to expand the business to other directions because of loss of European partners. So, the company started heading for South-East Asia. New contracts have recently been signed with the United Arab Emirates. Within the framework of import substitution, “Kommunarka” begins to develop its own brands to replace foreign ones. For example the “Children’s Stories” chocolate in 100g and 200g format is supposed to replace a well-known Kinder chocolate [1].

Conclusion. Especially now, when the economies of many countries are facing downturn, the most essential for “Kommunarka” is to provide both a domestic market and foreign one with quality products. Principal position of “Kommunarka” is that the product must be available and quality. Thus, the company finds opportunities to change and improve business processes within the company. Despite the search for new suppliers and markets, GOSTs and recipes remained the same. In 2022 “Kommunarka” produced record 31.2 thousand tons, saved and strengthen its reputation [4].

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MULTINATIONAL CORPORATIONS

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Резюме – в этом эссе мы рассмотрим роль и влияние ТНК в мировой экономике и международной торговле, включая проблемы, с которыми они сталкиваются в плане соблюдения международной торговой политики.

Resume – in this essay, we will explore the role and influence of MNCs in the global economy and international trade, including the challenges they face in terms of compliance with international trade policy.

Introduction. Multinational corporations (MNCs) play a significant role in the global economy and international trade. They are large corporations that have operations in multiple countries, and they wield significant influence over the global marketplace. MNCs have significant advantages over smaller, domestic companies, including access to global markets, economies of scale, and the ability to leverage their resources and expertise to enter new markets.

Main part. MNCs play a vital role in the global economy. They drive innovation, create jobs, and generate wealth for their shareholders. They have the ability to invest significant resources into research and development, which allows them to bring new products and technologies to the market. This, in turn, can lead to increased competition and improved quality of life for consumers.

MNCs also have a significant influence on international trade. They have the ability to leverage their size and resources to negotiate favorable trade agreements with governments, which can give them a competitive advantage over smaller companies. For example, multinational automobile manufacturers can negotiate favorable terms with governments in terms of import and export regulations, which can make it easier for them to sell their products in foreign markets.

However, MNCs face several challenges in terms of compliance with international trade policies. One of the most significant challenges is ensuring compliance with intellectual property laws in foreign markets. In some countries, there are weak or non-existent intellectual property laws, which can make it difficult for MNCs to protect their patents and trademarks. For example, in China, there have been numerous reports of counterfeit products, including clothing, electronics, and pharmaceuticals, which have impacted the profitability of MNCs operating in that market.