

7) ensure the collection of information and analysis of data on chemicals online, available to the public in order to implement the requirements of the Convention as well as prepare preventive measures to prevent the risks of chemical poisoning by the private sector and agriculture.

The implementation of all these measures can be ensured through the implementation of the Green Customs Initiative and the accumulated knowledge gained by acceding to such conventions as Stockholm, Basel and Minamata, as they are inextricably linked to the regulation of the transport of hazardous substances and waste. Upon joining the Convention, the Republic of Belarus will exclude or restrict the import of hazardous chemicals included in Appendix III of the Rotterdam Convention. By informing interested Parties about precautionary measures to be taken our country will vouch environmental safety yet today.

Poklad Georgy Vasilievich

Belarusian-Russian University, Republic of Belarus

Scientific adviser: Ivanovskaya Irina Viktorovna, Ph.D. sciences, associate professor

«Analysis of the effectiveness of the modern distribution channel of finished products»

Research Direction:

Modern technologies in international trade.

In modern conditions, for the successful functioning of the enterprise and maximum profit from the main activity, the company must have a well-developed sales system for finished products. This refers to the use of all possible distribution channels of finished products. It also means a timely response to changes in market trends, which avoids loss of profit.

The purpose of this work is to analyze the effectiveness of the online store OJSC “Lenta”. The relevance of the work is that the online store belongs to direct sales channels, which allows direct trading with consumers avoiding intermediaries, this channel also refers to modern marketing methods, which are characterized by minimal costs and the use of modern technologies.

Lenta OJSC is the largest manufacturer of textile haberdashery in the Republic of Belarus. The main types of products manufactured at the enterprise are textile and haberdashery products, curtain fabric and curtain products, clothing, medical dressings. ”

Table 1 presents an analysis of the effectiveness of the online store Lenta OJSC for 2016-2018.

Table 1 - Analysis of the effectiveness of the online store OJSC "Lenta" for 2016-2018

Indicators	Year value			Growth rate, %	
	2016	2017	2018	2017/2016	2018/2017
A	1	2	3	4	5
Turnover, thousand rubles	12.35	11.28	10.10	91.34	89.55
Cost of goods sold, thousand rubles	6.12	5.60	5.17	91.40	92.38
Gross income, thousand rubles	4,58	3.91	3.35	85.28	85.69
average mark-up percentage	69.89	71.07	72.25	-	-
VAT, thousand rubles	2,32	1.88	1.47	81.05	78.02
Costs, thousand rubles	2,34	2.14	2.00	91.46	93.49
Profit, thousand rubles	2.24	1.76	1.35	78.83	76.22

Note - Developed on the basis of enterprise statistics.

For greater clarity of data in table 1, a diagram was constructed, which is presented in figure 1.

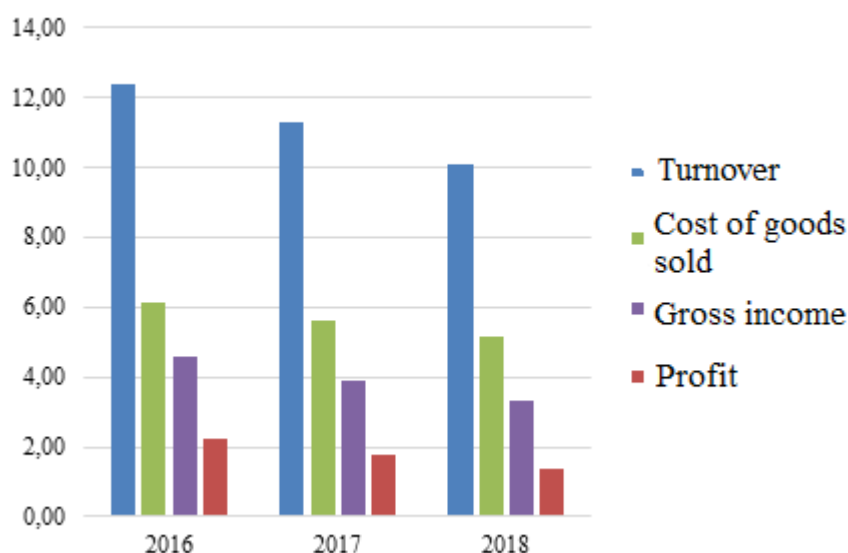


Figure 1 - Dynamics of changes in turnover, cost of goods sold, gross income and profit.

From table 1 and figure 1 there is a negative tendency to decrease indicators of trade, cost of goods sold, gross income and profit. This indicates the inefficiency of the Internet site of JSC "Lenta", which is morally obsolete and requires modernization. The solution to this problem will contribute to the development of B2C and B2B markets not only in the Republic of Belarus, but also in European countries. Since in Europe sites have long been used for the wholesale and retail purchase of products, and not through a request to the sales department.

A site is an important business tool, its visiting card. 2-3 years after the creation of the site, its functionality ceases to satisfy the needs of potential customers and partners. Since the Internet is an extremely dynamic environment, the site constantly needs to make changes and

adjustments. The completion of the site is a natural and integral stage in the development of any resource, aimed at improving its performance and more efficient implementation of the tasks assigned to it. Site modernization is a complex of works on changing the general style of an Internet resource, updating or changing a CMS, adding new functions and changing old ones.

Site modernization for Lenta OJSC should include the following types of work:

- redesign of the site and individual pages;
- website usability improvement;
- adding new modules;
- filling the site with content;
- creation of text content in a foreign language, copywriting;
- integration with payment systems and accounting;
- integration with social networks;

In this case, the site is being upgraded for the following reasons:

1. Technical. Over time, the requirements for functionality have changed, there are fresh trends in web design and new management systems. In other words, now the site does not use all available technical features.

2. Marketing. Since the site was created, new products and services have appeared in the company, the working scheme and commercial policy, corporate identity has changed, the information on the site is outdated, it is not enough. The content of the site will not only attract the interest of potential consumers, but also help optimize content for specific searches.

Table 2 shows the costs of upgrading the website of Lenta OJSC.

Table 2 & The cost of upgrading the website of JSC “Lenta”

No.	Cost category	The amount of costs, rub.
1	Website Design Development	22,000
2	Development of modern software for the site	41,000
3	Site support per year	2,200
Total		65,200

Note - Developed by the author on the basis of a marketing analysis of the Internet services market.

The total capital investment of the enterprise related to the modernization of the website of Lenta OJSC is 65,200 rubles. The company has such funds, therefore, to upgrade the site you can use the funds of the company without attracting loans.

Modernization of the site consists of 3 stages: development of the site design, development of modern software for the site and support for the site. In stage 1, a modern design is developed that will reflect the corporate identity of Lenta OJSC and will be attractive to

potential buyers. In stage 2, based on the design, the site's functionality is developed and the usability is worked out. Stage 3 is understood as updating the assortment of goods, correcting minor technical errors of the site, updating the site's news feed.

The calculation of indicators of economic effect in the forecast period from the modernization of the site is presented in table 3.

Table 3 - Analysis of the level of dynamics of indicators of the economic effect of the modernization of the site of JSC "Lenta"

Indicators	Current status	Forecast			Growth rate, %
	2018	2019	2020	2021	2021/2018
A	1	2	3	4	5
Turnover, thousand rubles	10.10	13.14	15.76	18.91	1.85
Cost of goods sold, thousand rubles	5.17	6.72	8.06	9.68	1.88
Gross income, thousand rubles	3.35	4.35	5.22	6.27	1.82
Costs, thousand rubles	2.00	65,20	2.20	2.20	1.10
Profit, thousand rubles	1.35	-60.85	3.02	4.07	3.12

Note - Developed by the author.

According to table 3, we can say that thanks to the modernization of the site, profits from 2018 to 2021 increased 3 times, which is estimated positively. The loss is observed only in 2019 due to one-time costs of modernization. There is also a steady increase in indicators of turnover, cost of goods sold, gross income, which over the forecast period increased by more than 80% compared to the current state.

Modernization of the web site of Lenta OJSC is a necessary solution that will increase the volume of sales of finished products through the Internet distribution channel, not only in the domestic market, but also in foreign markets.

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Primshits Valeria Dmitrievna

Belarusian National Technical University, The Republic of Belarus
The research advisor: Semashko Yulia Vladimirovna, senior lecturer

«Customs-to-business Partnership»

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