

marketing have replaced actions supported by data. This requires new competencies and skills from specialists engaged in this field.

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A TYPICAL BUSINESS SOLUTIONS

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Резюме —одна из самых основных бизнес-целей – это возможность быть впереди своих конкурентов хотя бы на один шаг. Это преимущество сможет обеспечить появление новых клиентов, высокие продажи и всемирную известность. В наше время тривиальные решения в управлении своим бизнесом мало чего могут добиться. Чтобы быть на высоте, нужно придумать что-то нестандартное и оригинальное. Поэтому вопрос, что делать, когда вы зашли в тупик в делах, будет актуален всегда. Я хотела бы рассказать вам о компаниях, которые смогли стать лучше своих конкурентов благодаря креативным идеям и решениям.

Resume –one of the most basic business goals is the ability to be ahead of your competitors at least one step. This advantage will be able to ensure the emergence of new customers, high sales and worldwide fame. Nowadays, trivial decisions in the management of your business can achieve little. To be on top, you need to come up with something non-standard and original. Therefore, the question of what to do when you come to a dead end in business will always be relevant. I would like to tell you about the companies that were able to become better than their competitors thanks to creative ideas and solutions.

Introduction. New companies are opening every day, existing ones are expanding, small firms are closing. The closure of enterprises occurs due to their unprofitability, because the buyer becomes uninterested in their products or services and they do not stand up to competition. In the modern world, it is impossible to be a leader using traditional methods of management and promotion.

Only by deciding on non-standard and unusual business solutions can you stay afloat and succeed in the future. It really works and there are already examples of such companies today. Solutions can be completely different, like changing the packaging design, and tricks that can be used to gain an advantage over a competitor.

Main part. One of the most striking examples of a non-standard business solution belongs to the company "Puma". At football matches, many companies advertise their product by posting various posters, acquire airtime in between matches, sometimes their advertising is placed on a running line. Such advertising is very expensive and may not always cause positive emotions in the consumer, because when he is torn away from watching his favorite match by advertising, he may subconsciously link this product with negative emotion and will not want to purchase it in the future. Therefore, the company "Puma", which produces sports shoes, decided to experiment and acted in a very original way. She paid the famous footballer Pele only for the fact that he would tie his shoelaces on the field before the match. He was wearing Puma sneakers, and the cameras couldn't miss the actions of such a famous player. Thus, these sneakers lit up on all the TV screens of football fans and did not go unnoticed. After that, sales rose several times. According to the results of the advertising campaign, it was found out that this cunning marketing move turned out to be much more effective than advertising posters placed along the stadium [1].

Also an interesting solution belongs to the domestic brand "Lidcon". The company decided to change the packaging of John Cook corn sticks. The concept was based on the story of the English discoverer James Cook. On the packaging, they played the plot from Vysotsky's song that the Cook was eaten by aborigines. That's how, by changing just the packaging, the company was able to increase sales of this product. If you look closely, you will notice that we are surrounded by a huge amount of advertising. But only some of the TV commercials or slogans on product packages we remember for a long time.

Interesting solutions can come not only from the company's employees, but also consumers can throw up interesting ideas that will lead the company to the leaders. So it happened in the company "Colgate" Initially, the famous toothpaste was produced with a very narrow hole and squeezing toothpaste out of such a hole was not very convenient. One day, Colgate decided to conduct a survey among its regular customers on product improvement. One of the consumers suggested increasing the opening diameter in toothpaste tubes. However, the company's employees did not quite like the idea and they did not understand how it could increase sales. But soon after reflection, it was decided to launch a test batch, in which the idea proposed by the consumer was implemented. The result surprised everyone, sales increased dramatically and at first no one can understand why. But everything turned out to be very simple: from large holes, people squeezed out a lot more toothpaste at a time, so the tube ran out faster and had to buy toothpaste much more often than before. Listening to the opinion

of consumers, you can find ideas that can change the whole course of sales and bring the business to a new level [2].

Conclusion. Thus, the solution to business problems often lies on the surface, the main thing is to think outside the box and not be afraid to take risks. Often, in order to find an unusual solution, you need to look at the problem from different sides – a client, a competitor, a partner. Only a look, free from all the usual, is able to consider a good idea for further development.

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HOW TO START DOING BUSINESS IN THE REPUBLIC OF BELARUS

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Резюме – в данной статье анализируются основные типы собственности в Республике Беларусь. Также на примере ООО рассматриваются вопросы открытия собственного бизнеса.

Resume – this article analyzes the main types of ownership in Belarus. The issues of opening your own business are also considered on the example of the LLC in the article.

Introduction. When opening a business in the Republic of Belarus it is necessary to determine the form of ownership. There are several forms of ownership in Belarus: a juridical person (Self-employed, LLC, OJSC), an individual entrepreneur, self-employed and artisans.

The choice of the form of ownership depends on the type of activity planned, the number of employees and the number of participants in the business. After determining ownership, an entrepreneur should to the regional authority and register (for IE and juridical person). After registration of the legal entity or individual entrepreneur, it is necessary to select the taxation system.

The main part. Let's consider how to open a small business on the example of the LLC.

Step 1. LLC name alignment. The name of the legal entity is agreed with the public administration, to which you can apply by sending the documents by mail or by personal application. The name of the company can also be agreed