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DOING BUSINESS IN THE MODERN WORLD

*А. Ю. Говоров студент группы 10502122 ФММП БНТУ,
научный руководитель – старший преподаватель Г. В. Прибыльская*

Резюме – данная научная работа рассматривает возможные пути формирования бизнеса в современном мире. Рассматривает шаги в построении успешного бизнеса.

Resume – this scientific work examines possible ways of forming a business in the modern world. The steps in building successful business are considered.

Introduction. Own a business with incomes above average is the dream of any person with an entrepreneurial streak. But what to do with a limited budget? How to act from the very beginning, when there is no clear plan, understanding of the market and the nuances of launching a commercial project?

First of all, you should evaluate your financial capabilities and present your idea in the form of a business plan. It should describe the idea in great detail, reports should be presented in the form of mathematical calculations on material costs, the cost of production, a list of possible hired employees, their salary, as well as an analysis of competitors in the field of your future business.

The main part. Given the current situation in the world, the optimal format for doing business now is an online store. It gives many advantages to both experienced and novice entrepreneurs: you have an opportunity to quickly start your business without particularly large investments.

Now I will give some arguments in favor of doing electronic business:

1. Goods can be purchased from suppliers engaged in the resale of goods upon order. Compared to a stationary retail outlet, there is a minimum of costs for launching. Permits and certificates from state agencies and local administration are not required here.

2. It also does not require a lot of money to maintain such a business. At the very beginning of e-business, you can do without a warehouse, an office, a large number of employees. You only need minimal content and a budget platform on which the site will work.

3. It is possible to manage an online business from anywhere in the world. It gives freedom of movement, does not bind to a specific place and time.

4. Online stores include a much larger potential audience. Through them, you can sell, not limited to one district or state.

5. A huge list of products. It is easy to place a different number of products in virtual platforms. It is enough to sign contracts with some suppliers, as well as upload positions on the website.

6. Conducting analytics. On the Internet, it is easier to track statistics: to recognize how many customers enter the online store, what they watch, and also most of all acquire, in what quantity. This information is secured by web analytics services. Knowing them, a businessman is able to increase sales volumes, adjusting his own offer to the current requirements, as well as to the needs of consumers.

7. Accessibility of additional services. In an online store, it is possible to increase the level of service without putting much effort into it. Speaking of various additional functions and services: comparison of individual products, recommendation blocks with similar, as well as related products, one-click purchase, various payment and delivery alternatives, a simple order form.

The business direction has been chosen, the business plan has been drawn up. One question remains: where to get the money? Start-up capital, albeit minimal, will be needed to implement any business idea. However, there are several options where you can buy the right amount for a novice businessman:

1. Apply for a loan. To do this, you need to analyze all existing offers, compare conditions and choose a favorable rate for small businesses.

2. Sell the property. By selling a car or an apartment, you can invest the proceeds in starting a business. With the right approach the investments more than pay off and it becomes possible to buy the same car or apartment.

3. Find an investor. A very commonly used way to get start-up capital. At a special meeting, aspiring businessmen offer their idea, provide a complete business plan for their business. If one of the investors is interested in your idea, he can invest in your business and you will receive the necessary amount of money.

Conclusion. Thus, after analyzing the situation on the market, we can conclude that the optimal solution for beginners who want to start a business from scratch and at the same time do with minimal investments is an online store. A well-designed business plan, a well-chosen option for acquiring initial capital will help you start your own business.

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REQUIREMENTS FOR A MODERN MANAGER

*А. А. Гоман, студент группы 10508120 ФММИП БНТУ,
научный руководитель – старший преподаватель Г. В. Прибыльская*

Резюме – в статье описываются основные задачи, факторы успеха и психологическая направленность современного менеджера.

Resume – the article describes the main tasks, success factors and psychological orientation of the modern manager.

Nowadays, no organization can do without managers. These are specialists who can properly organize the work of the team, shape the work of their teams and workplaces in various ways. The organizational structure of a company may include a CEO, a director, and then a manager. Only with their joint and well-coordinated work can it be possible to achieve the optimal functioning of the organization, increase profits and organize work in such a way that each employee performs his functions and responsibilities. The CEO most often focuses his efforts on issues of strategy, investment and general coordination, while managers, in the performance of their duties, contact directly with people: employees who produce goods, sell them, and provide services to customers.

The tasks that the manager performs include recruiting, training new employees and developing existing employees, resolving emerging conflicts in the team and organizing the work of the working group.

Successful management implies the existence of five main requirements that depend on the leader:

1. Mandatory knowledge of the theoretical foundations of management, accumulated experience of effective management of similar organizations.
2. Ability to apply theoretical provisions in management practice.
3. Possession of methods of art of management.
4. Possession of energy, perseverance, perseverance in managing the organization according to theory and experience.
5. The desire to dynamically and effectively manage, to improve the level of managerial qualifications.

For the successful and timely completion of the task, it is necessary to assemble a group of people who are able to complete the task together and in a short time. When forming a company team, it is important to take into account the psychological compatibility of people. Depending on the goals, a combination of different types of temperament and character is required. In many situations, a group with people of the same type of character is practically inoperable. For example,