

## DEVELOPMENT OF SUCCESSFUL BRANDS IN THE GLOBAL ECONOMY

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*Резюме – в данной статье рассматриваются вопросы развития брендов в мировой экономике. Создание успешных брендов – важный фактор развития любой отрасли. В то время, когда конкуренция растет, а глобальный рынок расширяется, бренды должны уметь адаптироваться к инновациям и вести компанию вперед. Изучение влияния брендов на экономику способствует ее развитию в различных сферах, повышает спрос на продукцию, бренды сохраняют свою идентичность и это приносит прибыль государству и частному бизнесу.*

*Summary – this paper considers the issues of development of brands in the global economy. Creation of successful brands is an important factor in any industry development. At a time when competition is growing and the global market is expanding, brands must be able to adapt to innovation and lead the company forward. The study of the influence of brands on the economy contributes to its development in various fields, increases the demand for products, brands retain their identity and this brings profit to the state and private business.*

**Introduction.** The purpose of the study is to consider the development of successful brands in the global economy and analyze how the development of brands affects the global economy and what it leads to. Currently, many brands contribute to the development of the economy and improve competitiveness in the global market. Business and marketing strategy refers to brands and also helps people establish the identity of a company or product. Brands create a unique style on the market and are of great value to the company, which makes it possible to stand out among competitors. Trust and innovative development are what establish successful brands in the global economy.

**Main part.** The development of popular brands in the global economy has become an important factor in shaping consumer behavior and stimulating economic growth. Some of the most successful brands in the world have become household names and have achieved a level of global recognition that has allowed them to expand their market share and increase profitability.

One of the key success factors of popular brands is their ability to create a strong brand identity and maintain messaging across all marketing channels. This allows them to take a unique position in the market and create a base of loyal customers who are willing to pay a premium for their goods or services. Identity is considered to be the most important component of a brand, in which brand management plays the main role. In order for the brand to enter the world market, a correct and sustainable strategy is needed. It is important to understand not only

economic factors, but also social ones, for example: brand associations, consumer desires and understanding of what kind of product they want to get.

A good example of this uniqueness of the brand is Coca-Cola. It has been 133 years since the world first saw and tasted Coca-Cola. The legendary drink is one of the most recognizable and sold on the planet [1]. The brand is remembered for its excellent name, good advertising songs and the fact that it has taken a leading position in production around the world. Another factor contributing to the success of popular brands is their ability to innovate and adapt to changing market conditions. Many of the most successful brands were able to anticipate changes in consumer behavior and adjust their products and services accordingly. Innovations are considered as a factor of brand value, this is due to the fact that the development of the company has a certain effect on the loyalty of consumers who are interested in the novelties of their favorite brand. The interest and loyalty of customers leads to a stable income of the company. Innovations themselves in the Global economy contribute to the creation of new tangible or intangible benefits.

The crisis of the world economy has caused drastic changes in many spheres of human life. It proved the inefficiency of individual institutions and management methods, which made it possible to understand the importance and importance of developing individual components of the company, especially brands. Of course, resources also influence the development of the brand and the stability of the economy. A good profit may depend on how well a brand is developed: services of design agencies, promotion programs, marketing research.

In recent years, the development of digital technologies has also played a significant role in the formation of popular brands, which has led to positive changes in the global economy. Social media platforms and online advertising have provided brands with new channels to reach consumers and strengthen their brand presence. This allowed brands to interact with their customers in more meaningful ways and create a stronger sense of community around their products and services.

Internet marketing offers a comprehensive use of all means. It is possible to analyze the lifestyle of a modern consumer, which will help to achieve certain business goals. Facebook Instagram, Google, Twitter, YouTube and Tumblr not only contribute to sales and brand image, but are also the key to digital transformation [2]. Now many companies use these tools to build real, close relationships with customers. Thanks to new technologies, the brand can place its geo location anywhere, for example, a customer passes near a popular clothing brand store and receives a notification on the phone about the products of this store or some kind of promotion. This will contribute to the development of the World economy and industries, benefiting not only entrepreneurs, but also the state.

**Conclusion.** In general, the development of popular brands in the global economy has been driven by a combination of factors, including a strong brand identity, innovation and the use of digital technologies. As the global economy continues to develop, it is likely that popular brands will continue to play a significant role in shaping consumer behavior and stimulating economic growth.

## REFERENCES

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### THE MAIN STAGES OF BUILDING A MARKETING STRATEGY OF AN INDUSTRIAL ENTERPRISE

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*Резюме – основной целью данной работы является рассмотрение основных этапов маркетинговой стратегии промышленного предприятия на основе основных различий между рынками B2C и B2B.*

*Resume – the main aim of this work is to consider the main stages of the marketing strategy of an industrial enterprise based on the main differences between the B2C and B2B markets.*

**Introduction.** Industrial marketing is aimed at expanding business, increasing sales, reducing risks when choosing partners, building a base of loyal customers, acquiring stable partnerships with partners and suppliers. The difficulty of promoting goods and services in the B2B market lies in the fact that customers are not individuals, but enterprises. Therefore, when developing a long-term marketing plan, it is necessary to take into account the number of such potential buyers in the market and how often they make purchases.

**The main part.** Working with a marketing strategy can be divided into the following main stages:

1. Market research. At this stage, it is important to understand who is a potential consumer, how many of them, how to communicate with them. Market analysis and segmentation is the first and important stage in strategy development. Find out the demand, study the offers, make a list of competitors. To do this, companies conduct various marketing research and build further work on the basis of the results obtained.

2. Positioning of the product and the company in the market. It is not enough to declare the quality of the goods and provide a favorable price. Consumers in the industrial market are primarily interested in the quality of the goods, the terms of delivery, and then the price. It is necessary to know ways to attract and retain such customers. In an area where customers are distinguished by a high level of