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MARKETINGAROUNDUS

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Резюме – основной целью данной работы является рассмотрение того, как огромное количество разнообразной информации влияет на потребителя, и какой поток информации окажет наибольшее влияние и интерес на потребителя зависит от продавца.

Resume – the main aim of this work is to consider how a huge amount of diverse information affects the consumer, and which flow of information will have the greatest impact and interest the consumer depends on the seller.

Introduction. If you were asked as a child what marketing is or what a marketer is, would you answer? I doubt. Although marketing has always been and is around us, although we do not always notice it. Let's discuss the work of marketers and their value. Do they affect the buyer and competition?

The main part. Let's start from our childhood, when we don't even know about the existence of marketing. The children's brain is very easy to manipulate, so all children's products are bright. Or take, for example, goods from a grocery store. Everyone had a story when you wanted juice in the store, but mom suggests taking another one because it is healthier. And the child is not interested in such properties as usefulness or cost – he pays attention to something else, namely the packaging, which for him should be as colorful as possible or with the hero of his favorite cartoon. The same can be said for most adults. Let's give an example on a real product – cookies of the confectionery factory "Spartak" "Spring Rhapsody". After reviewing the product reviews, we can see that this product is really high quality and delicious, some consumers even consider it to be the best cookie on our market today. But at the same time, he has low sales... What is the reason for this? In the same reviews, the buyers themselves suggest that if the package design were changed for cookies, then everyone would buy it. Indeed, if you go to a store in an area with goods of this type, then the packaging of this cookie is lost against the background of other goods. An outdated design that does not attract with its appearance reduces the sales of cookies at times, because, seeing an uninteresting package, people conclude: the cookies are not tasty, and they don't even want to try. This is the essence of marketing: hit the bull's-eye by guessing the needs of the buyer, show and sell the product based on his needs. You can not

distract the consumer from what he is focused on - you can turn into what he will concentrate on.

Marketing is research. The task of these studies is to make the business profitable, and the product (service) of high quality with the help of information and accurate data. A company that builds its structure on market research rather than guesswork is competitive because these companies have a straight line from product idea to advertising. Marketing reduces the number of risks using analysis, data collection in all areas: whether it is the Internet or surveys of people on the street, competitors or research between branches. Marketing research gives us accurate numbers and precise development strategies.

The main goal of marketing research is to study the main consumer or, as it is also called on the Internet, the study of the target audience. These studies include the study of consumer behavior and its features. Marketers collect and analyze all market information and assemble it into precise numbers to remove uncertainty in decision making. Marketing shows the prospects for certain actions, evaluates the result of the activities carried out and makes forecasts for future reports. And after all this, it is marketers who create the right advertising strategy, thanks to which the consumer will want this or that product (service).

There are studies that are done for something big, for example, for an entire company or brand - these are usually called armchair studies, as they study secondary sources: reports, statistics, publications. And there are those who collect information for something specific, for example, for a new released product, from primary sources - such studies are called field studies.

Thus, we can define the stages of a marketer's work. At the first stage, they define the problem and objectives of the study. After that, marketers determine which methods are best to conduct research, and only then they begin to search, collect and analyze the data obtained. They summarize this analysis into statistics, charts and reports and, if no further advertising is required, they finish their work. But if the development and implementation of advertising is necessary, then they are taken to create advertising layouts, concepts for them and slogans.

Conclusion. In conclusion, I would like to add that we may not notice or feel the influence of marketing, but it is always around us: on the street, at home, at work. Marketing makes life easier and helps any company, so it has always been, is and will be, as a necessary condition for promotion and competitiveness. After all, marketing research helps to build a successful business, provides answers to most questions and sets the main trends in the development of the company. A good brand is the only thing that can deliver above-average returns over the long haul. So, the work of marketers will always be in demand.

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WHAT YOU NEED TO KNOW TO START A NEW BUSINESS IN BELARUS?

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*Резюме – что же нужно знать для открытия бизнеса в Беларуси?
Какие ограничения существуют, чтобы попасть в бизнес.*

*Resume – what do you need to know to open a business in Belarus? What
restrictions exist to get into the business.*

Introduction. In the modern world, business is an integral part of humanity. This helps to develop in different directions, for example, technological, economic, etc. In fact, any business is based on an idea, and only on an idea, and not on money. Money and profit, the accumulation of capital is just a consequence of working properly with the idea that you are developing. "To succeed, stop chasing money, pursue a dream".

The main part. Everyone can do business, but what should a person who wants to do it know? At the moment, the number of businessmen in Belarus is growing. And if you decide to create and run your own business on your own. You are confident of success and full of optimistic plans, for this you need:

1. Register as an individual entrepreneur.
2. Pay a single tax.
3. After that, you will be issued a "Certificate of Registration".

Registration is not difficult at all and takes only a few days, but some new businesses require a license. But you also need to be aware of the business constraints that will help you.

Restriction for entering the business:

1. A citizen must not have an outstanding criminal record for crimes;
2. A citizen who is not the owner of the property of a commercial organization in respect of which a decision on liquidation has been made;
3. A citizen is not the head of a legal entity in respect of which the court is considering economic cases.

These restrictions are the most common, but there are others.

Conclusion. Thus, it is not so difficult to open a business, but you will have to try to develop it, since there is competition everywhere. "Business is a combination of war and sport".

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