

## QUEST INDUSTRY IN BELARUS

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*Резюме – в этой статье мы провели исследование о том, как сделать бизнес на квесте и при этом не потерять актуальность. Мы рассматриваем способы организации бизнеса и эффективного управления им.*

*Resume – in this article, we made a research on how to make a business on a quest and not to lose relevance. We consider the ways to organize the business and to run it effectively.*

**Introduction.** Residents of modern cities are already tired of turning their leisure time into "Groundhog Day" – discos and movies, bowling and billiards, anti-cafe and board games, etc. From time to time, entertainment remains the same, but the public demands more and more new spectacles. And as such an event, quest projects that are gaining popularity in real time and space - quest rooms, gradually conquering the entertainment industry, come to the fore. The essence of this project is as follows: a small group of people (2–6 people) is locked in a small room, who, using their own logic and left hints, are trying to find a way out in a limited time. The whole event is held within the framework of some theme – for example, getting out of an abandoned mansion / hospital, Halloween and so on. Also in the pre-holiday period, less gloomy quests dedicated to Christmas, New Year, etc. are popular.

**Main part.** In general, the threshold for entering the market is about \$ 50 thousand, and a significant part of this amount must be invested in advertising and personnel at the construction stage, which allows you to create high-tech decorations and pay for the work of professionals creating a competitive product. Even business in the event industry requires official registration with the tax authorities and registration. When opening a quest room, it is best to register as an individual entrepreneur. This form of doing business does not require practically any significant capital investments and at the same time allows you to quickly withdraw profits, use tax benefits and special tax regimes, as well as make simplified reporting. There are practically no risks of being held liable for obligations by all property owned. Next, you need to select the appropriate room for the quest room. Location does not play a special role, therefore, in order to save the budget, it is better to choose buildings with low rents. It is planned to create 3 quest rooms, each of which will have an area of 25 sq. m. In addition, a certain reception is required, where visitors will be met by the administrator of the institution. Its area may not exceed 15 sq. m. In total, the total area of the entire playing area should be at least 90 sq. m. At the same time, the following requirements are imposed on the premises: power supply and heating. There are no requirements for water supply, sanitation, as well as sanitary standards. The largest item of expenditure is the preparation of the premises and the purchase of equipment and props / decorations. Here it is necessary to take into account the theme of the quest – this is

often fundamental when planning expenses. The average time to build a quest is from 3 months to 6. Moreover, time in this business is a particularly valuable resource. After all, while the quest is under construction, the script is aging, "wow-chips" are lost, and rental payments "eat up" the budget. On average, the scenario loses relevance in 12–18 months, after which the quest needs to be either supplemented or rebuilt.

**Conclusion.** As one can see, the quest industry depends very much on the needs of the players themselves and on trends in the world. In this business, it is necessary to constantly improve or change quests due to the loss of relevance and changing trends.

#### REFERENCES

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### MARKETING IN BUSINESS

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*Резюме – в этой статье исследуется маркетинг в бизнесе его роль для успешного функционирования компании.*

*Resume – this article explores marketing in business and its role for the successful functioning of the company.*

**Introduction.** Marketing is the process of managing and planning the production and sale of goods and services, as well as the relationship between a company and its customers. Nowadays, marketing is an essential tool for any business.

As part of the study, various scientific sources were analyzed, including articles, books and reports, as well as surveys of various companies. The study showed that marketing is a key element of business that helps companies attract new customers, retain existing ones and grow the company.

**Main part.** One of the main aspects of marketing is knowing the audience. Companies must understand the needs and expectations of their customers in order to create products and services that will be most in demand. To do this, it is necessary to conduct market research and analyze customer data in order to better understand their needs.

In addition, marketing also helps companies create unique products and services that stand out from the competition. This can be achieved through innovation, improving the quality of products, or creating a unique brand.