

3. Determine the best form of advertising. Neuromarketing allows you to identify what type of advertising works best for a particular product or service.

4. Improving the user experience. Neuromarketing research helps to understand which elements of customer interaction with products and services are most satisfying and which changes can improve the user experience.

5. Pricing policy selection. Neuromarketing research can help determine which prices of products and services will be most attractive to customers and which changes in pricing policy can lead to increased sales.

Conclusion. Overall, the application of neuromarketing in management and marketing can help companies improve their competitiveness and profits. However, it must be remembered that the use of any data, including neuromarketing data, must be ethical and transparent to protect customer rights.

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WHAT IMPACT THE ECONOMIC SITUATION IN THE COUNTRY HAS ON THE ACTIVITIES OF COMPANIES

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Резюме – экономические ситуации, возникающие в разных странах мира, влияют на деятельность компаний в разной степени. В этой статье рассматривается компания “Conte Spa” в качестве примера и описываются стратегии, которые компания использовала для привлечения аудитории, несмотря на внешние и внутренние изменения рынка. Чтобы выяснить причины определенной модели поведения компании в ее трудные периоды, был произведен анализ экономических факторов, воздействующих на ее.

Resume – economic situations occurring in different countries of the world affect the activities of companies to varying degrees. The article takes Conte Spa as an example and describes the strategies that the company used to attract an audience despite external and internal market changes. An analysis of the economic factors influencing its reaction was made in order to find out the reasons for a certain pattern of behavior of the company in its complicated periods

Introduction. The activity of any company is inextricably related to the economic situations that occur in the country. Many entrepreneurs who are just starting their way in the field of business end up in failure due to unfavorable

conditions in the country. However, large organizations have to quickly respond and adapt to the changes that arise in the course of their development.

Belarusian companies have suffered several economic shocks over the past 5 years. Each of them used different methods to maintain their reputation in the international and national market. Such company as “Conte Spa” is no exception.

Currently, it is considered a leader in the production of underwear, clothing and hosiery in Eastern Europe. JLLC "Conte Spa" appeared in 1997, since then it has been developing a network of branded and partner stores, while supplying products to Russia, Israel, Armenia, the USA, Ukraine, Latvia and Lithuania [1].

The main part. JLLC Conte Spa has successfully overcome the numerous economic changes associated with the coronavirus and various political situations happening in the world. Like most companies, it has had its both ups and downs as it adapts to the changing conditions of its existence [2].

During the spread of the pandemic, every organization engaged in the manufacture of goods for sale was forced to take measures to realize the turnover without reducing profits. This course of events prompted the search for new resources and opportunities. The company leaders decided to act on the basis of the situation within the company: to conduct conversations with managers at various levels, which helped to deeply study the causes of problems and instantly respond to them. There was a need to reduce the cost of production, reduce the cost of credit resources and develop new products. As a result, revenue for 2021 amounted to more than 313 million rubles, while in 2020 it was 250.6 million rubles. In turn, Conte Trade, compared to the year of the peak of the coronavirus, went into plus: in 2020 there was a loss of 328 thousand rubles, in 2021, net profit amounted to about 2.6 million rubles [3].

Conte Spa maintained a high level of export for a long time relative to its Belarusian competitors. Goods were delivered to such countries as Israel, USA, Russia, Ukraine, France, which led to positive trends in the development of the company in the international market. Then the organization has undergone some changes in its logistics area after the change in the political situation in Ukraine and imposed sanctions. Conte spa had to change its development strategy, redirecting its resources and attention to more profitable ways to make earnings. Bonds as a financial instrument are among the most popular types of passive income. The Conte Spa company did not suffer large losses, since the size of the permanent interest income on their bonds increased to 10 % [4].

The conclusion. This article shows the impact of various economic situations and their consequences on the reputation of the company, its profits and consumer loyalty. In this way, it is necessary to analyze the phenomena occurring in the economy and politics of the countries with which a company cooperates in order to respond in time to sudden changes.

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THE IMPACT OF SANCTIONS ON CONTE SPA COMPANY

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Резюме – в данной статье проводится анализ деятельности компании «Conte Spa», чтобы определить какие изменения произошли в руководстве компании после введения санкций в отношении Беларуси.

Resume – this article analyzes the "Conte Spa" company activity in order to determine changes in the management of the "Conte Spa" company after the introduction of sanctions against Belarus.

Introduction. For every company, the most necessary thing is the ability to properly manage changes. In the modern world, any company can face the necessities of change. Change management is especially important when a country is under the influence of sanctions. If a country finds itself in such a situation, then it needs to do everything possible so that the economy does not suffer but prospers. It is vital to "rebuild" the business management system.

Main part. Unfortunately, Belarus is currently in an unstable economic situation. In particular, this is due to the introduction of sanctions. The sanctions imposed on our country have affected the business of Belarusian companies. The dependence of the Belarusian economy on the market of the Russian Federation has increased. Belarusian companies are trying to reorient the lost volumes to the Russian market and the Asian market.

The “Conte” is the largest manufacturer of hosiery in Belarus and in the post-Soviet space. The “Conte Spa” company occupies 88.8 % of the share in the Belarusian export of hosiery, other companies occupy 11.2 %. Before the sanctions