

enter a new market. If you price your product low for a long period of time, people will perceive your product as a "low quality" product. Likewise, if you set prices too high early on, most will not want to buy an unknown product. The trick is to manipulate prices in a timely manner so as not to damage your brand image.

Conclusion. Coca-Cola spends an average of \$4 million a year on its advertising. Without a doubt, it is far ahead of its rival brands. His advertising has always touched on social issues and promoted progressive values. Coca-Cola's smart marketing strategy is the main reason for its global success. The company skillfully entered each market, used emotional marketing to win over the target market, and offered competitive prices to increase sales.

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SCRUM-METHODOLOGY AS A CURE FOR REDUCING RISKS FOR PROJECT MANAGERS

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Резюме – в нашем современном мире все сводится к соперничеству. Каждая сфера жизни, независимо от того, говорим ли мы о конкретном человеке, каком-то продукте, стране или чем-то еще. Дело в том, чтобы быть лучше, чем кто-то, быть ярче, быть больше, быть прочнее. Это означает, что вы должны иметь что-то, что выделяется из толпы.

Resume – in our modern world everything is about rivalry. Every sphere of life, no matter if we talk about concrete person, some product, country or something. The matter is to be better than someone, be brighter, be bigger, be firmer. This means you should have something that stands you out from the crowd.

Introduction. And these advantages do not appear from nothing. Speaking about companies, their success almost always depends on the activities they undertake. A complex of such activities is called project and its outcomes are crucial. Keeping in mind the fact that most of the projects content novelty (that the main thing cause because of that they bring so much benefits, such as economical profits based on absolute dominance in the market), this means you are to cope with excessive risks at the other end of the scale. In the context of projects risks are almost the same – failure, losing of resources of money and time. That's why nowadays there's a huge demand for effective project management methodology

that can bypass risks, meet deadlines, and generate profits. This is why the revolutionary project management method – Scrum – is relevant [1].

Main part. Anyone familiar with project management understands the complexity of organizing and streamlining the production process. A lack of discipline, well-established communication processes, and clear division of responsibilities often doom a project to failure. The Scrum methodology offers a solution to these problems. Scrum is an alternative to what is all used to accept as a project management. Its main difference is the incorporation of Agile philosophy elements in project management, such as flexibility in both content and application – which includes both technological and non-profit areas. It also has some more points that stand it out, on the following [2]:

1. Scrum is the incorporation of Agile philosophy elements. It is particularly well-suited for complex projects with constantly evolving requirements, as it enables rapid adaptation and iterative development.

2. It originated in the software development industry but has since been adopted by a wide range of industries and organizations worldwide.

3. The Scrum framework promotes transparency and adaptation, allowing teams to continuously improve their processes and deliver high-quality products.

4. Scrum emphasizes teamwork, with each team member taking ownership of their tasks and collaborating closely with others to achieve shared goals.

5. The Scrum Master plays a crucial role in ensuring the team's adherence to the Scrum and facilitating effective communication among team members.

Implementing of Scrum rightly is not an easy thing to do. There is huge amount of courses, programs and business-coaches who provide individuals as well as big corporations with lectures and practical exercises. In this work there's also step-by-step guide.

Form a SCRUM Team: The first step in implementing SCRUM methodology is to form a SCRUM team. The SCRUM team should consist of a Product Owner, a SCRUM Master, and the Development Team. The Product Owner is responsible for defining the project requirements and prioritizing the product backlog. The SCRUM Master is responsible for facilitating SCRUM events and ensuring that the team adheres to SCRUM practices. The Development Team is responsible for implementing the product backlog and delivering the product increments. **Develop a Product Backlog:** The next step is to develop a product backlog. The product backlog is a list of all the features, enhancements, and bug fixes that need to be implemented in the product. The product backlog should be prioritized by the Product Owner based on the business value of each item [2].

Plan the Sprint: The SCRUM team should plan the sprint, which is a time-boxed iteration of 1–4 weeks. The team should select the items from the product backlog that can be completed during the sprint and create a sprint backlog.

Daily SCRUM: The team should hold a daily SCRUM meeting, which is a 15-minute stand-up meeting [3]. Each team member should report on what they have done since the last meeting, what they plan to do today, and any obstacles they are facing. **Sprint Review:** At the end of the sprint, the team should hold a

sprint review meeting. During the meeting, the team should demonstrate the product increment they have delivered and gather feedback from stakeholders.

Sprint Retrospective: After the sprint review, the team should hold a sprint retrospective meeting. During the meeting, the team should reflect on what went well during the sprint and what could be improved in the next sprint. Repeat: The team should repeat the process of planning, executing, reviewing, and reflecting on each sprint until the product backlog is completed.

Conclusion. So, we can see Scrum is not easy to implement. But having right approach and being conscious using it, you'll definitely get great outcomes.

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FRANCHISING AS A PROMISING TYPE OF BUSINESS

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Резюме – цель данной статьи состоит в изучении общей сущности франчайзинга, а также в анализе его преимуществ и недостатков в качестве инструмента для ведения бизнеса, и рассмотрении специализации самого франчайзинга.

Resume – the purpose of this article is to study the general essence of franchising, as well as to analyze its advantages and disadvantages as a tool for doing business, and to consider the specialization of franchising itself.

Introduction. Franchising is one of the few business development tools that has been effectively promoted on the market for a long time, as well as currently does not lose its popularity and is becoming more and more in demand on the market. It is used by legal entities and individual entrepreneurs who have a desire to start or expand their own business, but are afraid to take on a full-fledged entrepreneurial risk. Currently, many industries, such as audit companies, automotive services, catering, clothing stores, medical services, etc., use franchising as a form of business organization. The high adaptability of the franchising concept gives it a greater advantage over other business models.

The main part. Franchising has many advantages, but one of the main ones is the conditions of cooperation. By signing a franchise business contract, the franchisee gets a quick start thanks to a well-known brand or company, proven business methods and already familiar consumers who trust this name. But we