

DEVELOPMENT OF TRANSPORT LOGISTICS IN THE REPUBLIC OF BELARUS

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Resume – Nowadays the increasing number of producers understands that the overall performance of the enterprise can be reached only by an effective work of each its link. For ensuring such work there is a set of various approaches, technologies and methods. One of them is use of logistics and its modern concepts at the organization of production activity.

Резюме – В настоящее время все большее количество производителей понимает, что эффективность работы предприятия можно достичь только при эффективной работе каждого его звена. Для обеспечения такой работы существует множество различных подходов, технологий и методов. Одним из них является использование логистики и ее современных концепций при организации производственной деятельности.

Introduction. The logistics begins its history in the 19th century. The logistics has bigger value in the process of managing resources of the enterprise, from raw materials to finished goods. The logistics bears responsibility for delivery of the necessary product to the right place in due time and with the smallest expenses. The logistics means process of planning, control and management behind the effective movement of resources from a starting point to point of consumption. It is highly demanded area in each country which brings big benefit to economy. The logistics is used in various spheres of production and marketing activity, such as transport, warehousing, purchases, production, information logistics and others. One of the directions of logistics is the transport logistics [1].

Main part. The transport logistics is a management system of delivering resources from sources to destinations by optimizing routes and schemes of delivery, the choice of the optimum transport type that influences on reduction of price, improvement of transportation quality and safety of freight [2].

Transport logistic infrastructure includes:

- Transport ways of all vehicles (pipeline, transport hubs: sea, river and air ports, container terminals, railway reloading and switchyards, terminals of the combined transportations);
- Buildings for warehousing and the storages supplied with the technical equipment and special devices, for example for sorting and packing products;
- Elements of logistics infrastructure, such as distribution centers, centers of logistics services, objects of a transport and warehouse complex;
- Devices and means of processing and information transfer together with the corresponding software.

A special role for the Republic of Belarus is played by transport logistics. Belarus stands at the crossroads of trade routes from Russia to Western Europe and the Baltic to the Black Sea. In general, the republic is considered as an important logistics center, for this reason a good transport infrastructure has developed in the country, and this, in turn, makes it possible to increase the efficiency of the transport industry and the economy as a whole.

Large European transport corridors pass through Belarus, namely:

- Corridor II connects Berlin via Warsaw and Minsk with Moscow and the Eastern regions of Russia;
- Corridor IX B connects Scandinavian and Baltic countries through St. Petersburg and Minsk with Kiev, Chisinau and the countries of Southern Europe;
- Corridor IX: connects Helsinki with Chisinau via St. Petersburg, Moscow and Kiev [3].

Despite the fact that the transport logistics system is a very profitable sector of the economy, in Belarus it is still not sufficiently developed. The main problems in this area are [4]:

- insufficient level of development of warehousing;
- lack of software that provides online transfer of information in the logistics chain;
- a rather out-of-dated fleet of cars and a high degree of wear and tear of vehicles;
- complexity of customs and tax laws;
- insufficiently developed roadside infrastructure and maintenance.

In recent years, a number of efforts have been made in the republic to improve the efficiency of the logistics system, and the government has developed specific measures for the future development of this area. For this, a program for the development of the logistics system for 2016–2020 was developed, which implies raising the position of the Republic of Belarus in the world rating on the LPI logistics efficiency index to a level not lower than 50, increasing the volumes of freight forwarding services and revenues from transit [5].

Conclusion. It can be said that with the ever-increasing volumes of freight traffic Belarus needs to find solutions for the development of logistics. The country needs highly qualified specialists who will contribute to the entire economy. By implementing an active policy in the field of logistics development, Belarus will not only be able to increase its investment attractiveness, but will also achieve leading competitive positions.

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SPECIAL FEATURES OF MODERN INTERNET-MARKETING

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Resume – Different ways to promote business on the Internet on the example of the social network Instagram are considered in this article. The main objective of the study is to systematize the principles of advertising business in social networks to compile a personalized advertising trajectory. The proposed models will be useful in building individual advertising strategies within the framework of the modern international market.

Резюме – В данной статье рассматриваются способы продвижения бизнеса в интернете на примере социальной сети Инстаграм. Основная задача исследования – систематизировать принципы рекламы бизнеса в социальных сетях для составления персональной рекламной траектории. Предложенные модели будут полезны при построении индивидуальных рекламных стратегий в рамках современного международного рынка.

Introduction. In 2019 many small and medium-sized businesses, as well as individual entrepreneurs, are increasingly using the social network Instagram as the main means of advertising and sales. Firstly, advertising on Instagram gives more response and coverage. A year ago, Forrester published data on which the number of reactions to Instagram posts already exceeded metrics on Facebook by a factor of 58. Secondly, mobile traffic is cheaper for an advertiser. Spending twice less money, it is possible to attract three times more target customers. At the same time, the popularity of mobile platforms is only increasing. In five years, the consumption of information on smartphones will reach a peak of 90%. The remaining 10% of users will use desktops to work and generate professional content. Thirdly, it is possible to target advertising via Instagram as efficiently as possible thanks to Facebook algorithms. Using advertising on Instagram may seem simple, but still it is not.

The main part. The first thing a company should do is create a “correct” profile on this social network. The buyer should understand what the company does by the nickname of the profile, the profile photo and its description. The name of the product and its cost must be specified. In many profiles, there are screenshots of reviews, delivery methods. Lately, there are more and more profiles in this social network, so companies must somehow advertise themselves.

There are several ways to promote Instagram account. First is mass following. It consists of a large-scale subscription to customers of potential competitors manually (free of charge) or through special programs-bots (for a fee). It was popular a few years ago, but now it is ineffective. As a result they either subscribe, or nobody pays attention, or account can be added to the ban list. To follow the first way, a page needs to be prepared. Photos need to be uploaded in a sufficient amount to let people understand the image of profile. Secondly, it is worth remembering that Instagram has imposed a limit on the number of subscriptions and formal replies at a time – so it is necessary to do it gradually.

Also Instagram ads manager can be really helpful. Advertising costs about \$ 6 for 46,000 ad views. This method is one of the most popular, but may be ineffective due to the “fatigue” of users from advertising. To use this ad very catchy photos are needed. It is also very important to choose the right target audience for a greater response to advertising.

Carrying out giveaways is one of the best ways of advertising. Many stores make giveaways of their services and buy advertising on them. The following conditions should be met: subscription to a company’s profile, or mentioning it in user’s profile. There are also services for the automatic creation of giveaways, tracking the fulfillment of conditions and the selection of winners.