

## BRAND IN INTERNATIONAL BUSINESS: CONCEPT AND ALGORITHM OF CREATION

*E. A. Dubinovich, a student of gr. 219*

*V. M. Klentak, teacher  
the Postavsky state College*

**Introduction.** Goal: to create our own brand. Tasks: to reveal the concept of "nonsense", give examples of successful brands, determine the algorithm for creating your own model. Research methods: analysis, synthesis, description, experiment.

Creating a strong brand in the modern world is more a necessity than an additional desire of the company to strengthen its position in the market. This is especially important for companies that are trying to compete with market leaders or export their sales. Branding is both exciting and intimidating. The idea of creating a new company turns your head, but at the same time, many small companies and startups are doomed to failure. This is where branding comes in.

**Main part.** Branding is the creation and development of a brand, the main way of grouping products, a tool for promoting products to the market and creating a long-term relationship with consumers based on the values that are relevant to consumers, embedded in the brand [1]. In other words, branding is a set of sequential measures aimed at creating a complete and popular consumer image of a product or service. One of the goals of branding is to bring the impression of having and using the brand and allow the buyer to demonstrate this possession to others. The word "brand" refers to the name, sign, or symbol that defines the seller's products and services.

Brands have been known for a long time. There is historical evidence that the brand as a trademark was used as early as 1300 BC in India. The word "brand" itself comes from the English "brand", which in turn appeared thanks to the old Norse "brandr" ("burn, fire"). It marked the brand that livestock owners used to mark their animals. Branding was actively applied in the Middle ages when shop handicraftsmen marked the goods with their special brand. This became necessary as the population grew, and more than one blacksmith, Mason, shoemaker, or carpenter appeared on the same territory. In some old European cities, such as Salzburg and Rottenburg, tourists can still see genuine iron "trade marks" marking the workshops where the "holders" of these trademarks worked. [2]

There are many successful companies in the world that have made a bet on branding. Some of them will be presented to your attention.

### Krispy Kreme

Legend has it that a young man named Vernon Rudolph, who was destined to become the "King of Krispy Kreme", won a recipe for original doughnuts in a poker game from the chef of one of the Orleans restaurants.

On July 13, 1937, Vernon Rudolph began selling Krispy Kreme doughnuts at a small local grocery store. Rudolph also immediately arranged for the delivery of his products. It looked like this-a young man collected orders, loaded the finished products on a Bicycle and independently delivered them to the homes of customers. The smell of cooking doughnuts wafted across the street, and passers-by began asking if they could buy doughnuts hot. Vernon decided to cut a window in the wall of the building and began selling passers-by hot doughnuts, which later became known as Original Glazed<sup>®</sup>, that is, the Original Rings, the recipe of which has not changed since the founding of the company Krispy Kreme. It is worth noting that Krispy Kreme stores choose unique locations with high traffic, and the doughnut production shop is always located next to a large window so that everyone can see the cooking process. "This is another way to break down the barriers between customers and the brand, and invite customers to come over and try our product," chambers says. Today, as 80 years ago, Krispy Kreme doughnuts are hand-decorated – every doughnut, every day.

### Spanx

I'm sure some of you are thinking right now: "Yes, branding is cool, but what if I just don't have the money for advertising campaigns?" When Sarah Blakely, the founder of Spanx, launched her underwear brand, she didn't do commercials because she just couldn't afford it. Yet she managed to create a company worth more than a billion dollars without attracting external investment or loans.

Here's what Sarah said in an interview with Forbes: "it Turned out that the most effective strategy is when a girl learns about the brand from another girl. For example, an aunt told her niece about us, another girl told her College friend, and so on. There is something catchy when a woman says to another: "Look, no lines at the back, cool?!". This has a strong effect."

The latter story inspired the creation of their own brand – BelBer3-organic birch juice. For its development, the following plan was drawn up [3]:

#### 1. Determining the consumer's desires

Starting a brand promotion campaign, you should determine the relevance of your product at the moment and what goals customers are pursuing when purchasing it. Why is it, that birch SAP? First, during the writing of the work, spring is the time of year when you can get, prepare and most of all use this drink, which contributes to

the improvement of the body. In the modern world, organic food is incredibly popular. In America and Europe, it is not difficult to find the right product, because organic departments are located in every supermarket. Therefore, we decided to present our organic birch juice – BelBer3, which will also be the hallmark of our country and its people. This will not only satisfy the wishes of foreign tourists who often visit our country, but also create opportunities to promote this idea in Belarus and abroad.

## 2. Creating a memorable image

At this stage, we developed our own logo, decorated in green and blue shades. Colors that are already business cards for Belarus. The logo shows a cornflower, which is the symbol of the country of origin, and a leaf of a birch tree to show the nature of the juice. Why BelBer3? In fact, it's very simple. Bel – Belarusian, Ber-from the Russian word "birch" and, finally, 3 – the so-called word game, because the tree in English will be tree. A memorable slogan was also invented: "Take a SIP and create-BelBer3!" which clearly encourages potential buyers to create something new.

## 3. Strategy of brand promotion on the market

This stage required assessing the situation in their market segment and in the region, analyzing the capabilities of competitors, the quality of their products, and identifying their problem areas. Next, you should create an advertising campaign that emphasizes the uniqueness of your product based on its usefulness, necessity, and low material costs. The campaign will include: an ad, information in print media, public speeches, and flyers.

Since the brand is created for Belarusian citizens and guests of our country, therefore, the ad and flyers will be made in Russian and English, which will make this campaign more effective.

Next, you need to work with the press, especially with the most influential and widely read publications. Ideally, to publish a high quality article about your company and produce the product.

Public appearances include brand advocacy at conferences, creating online surveys, and online games.

**Conclusion.** Branding is an art. In order to create a high-quality brand, it requires not only time, effort and capital, but also talent [4]. After all, brands are not subject to time, many of them have outlived their products, and now they are positioned differently. But the brands themselves have survived and continue to exist and benefit the companies that own them. In my opinion, branding is a really promising direction for the development of advertising in Belarus, which we can see by example. Brands are really bright, relevant, memorable, attracting the eye of a potential buyer.

Having tried on the role of a brand Creator, I can say that this is certainly a difficult long-term process that requires a lot of effort. However, it is no less interesting and fascinating.

## LITERATURE

1. Godin, A. M. Branding: [Text]: textbook for universities. - 2nd ed. / a.m. Godin. - M.: Dashkov and K.-2006. - 424 p.
2. Branding: a short course / Jeffrey Randel. - M. Fair PRESS, 2003. - 216с.
3. Dymshits, M. N. Manipulating the buyer [Text] / M. N. Dymshits. - M.: omega-L. - 2004. - 252 P.
4. The Role of creating and promoting a brand to improve the efficiency of the enterprise: //[Electronic resource]. – Mode of access: <https://cyberleninka.ru/article/n/rol-sozdaniya-i-prodvizheniya-brenda-dlya-povysheniya-effektivnosti-deyatelnosti-predpriyatiya>. Date of access: 29.03.2020.

УДК 338.43:634.1 (476)

## СОВОКУПНОСТЬ ФАКТОРОВ ЭФФЕКТИВНОГО ФУНКЦИОНИРОВАНИЯ ОТРАСЛИ ПЛОДОВОДСТВА БЕЛАРУСИ

*Ю. Ю. Новикова, аспирант*

*А. В. Колмыков, кандидат экономических наук, доцент*

*УО «Белорусская государственная орденов Октябрьской Революции и Трудового Красного Знамени сельскохозяйственная академия»*

**Введение.** Тенденции развития отрасли плодводства последних лет свидетельствуют о необходимости четкого выделения факторов и принципов ее функционирования. Критерием экономической эффективности сельского хозяйства является максимизация прибыли, получаемой с имеющейся площади сельскохозяйственных угодий при минимуме издержек. Отраслевая эффективность достигается за счет рационального размещения производственных ресурсов отрасли на территории страны, что обусловлено неодинаковыми природно-климатическими, экологическими условиями, сложившимися под влиянием ряда различных факторов, размещением ресурсов, накопленным работниками опытом производства той или иной продукции в данном регионе [2, с. 16].

**Задачей данной работы** является выявление основных существенных факторов эффективного функционирования отрасли плодводства Беларуси и систематизация их в блоки.