

Economic reasons for the use of wear-resistant coatings. The use of metal cutting tools with pre-applied wear-resistant coatings provides a number of important advantages [4]. Increase in productivity of cutting by 200–200 %. Increase in tool life up to 1.5–10 times when machining structural steels, up to 4 times when cutting corrosion-resistant and heat-resistant steels, by 1.5–2.5 times when machining titanium and nickel alloys. Reduction in the consumption of a complex tool due to a decrease in the number of its regrindings.

Conclusion. In modern engineering, when using cutting as a processing method, a number of negative phenomena arise. In order that these phenomena do not affect the quality of products, it is necessary to apply, including a good cutting tool. Such a tool may be a tool with a wear-resistant coating. Wear resistant coatings are used to improve tool properties. A variety of modern wear-resistant coatings allows you to choose the perfect option depending on the working conditions of the tool, the tool material, the required work result, as well as other factors.

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BASIC PRINCIPLES OF SUCCESSFUL BUSINESS IN MODERN WORLD

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Resume – Around the world, aspiring entrepreneurs make mistakes at the very beginning of their journey. They do not take into account the principles and rules by which the business operates. Therefore, it is very important to understand how business works in the modern world.

Резюме – По всему миру начинающие предприниматели совершают ошибки в самом начале своего пути. Они не принимают во внимание прин-

ципы и правила, по которым работает бизнес. Поэтому очень важно понимать, как работает бизнес в современном мире.

Introduction. In today's world, among hundreds of incredible and promising startups, it is important to understand what you want to achieve from your business, what you want to get as a result. Many people catch fire with an idea that they have seen either on the Internet or in their city, and naively believe that you can start your business without preparation and special efforts and make a huge profit from the first months [1]. And it is from this moment that any of their enterprises will be doomed to failure, because beginning entrepreneurs do not know the basic rules and principles of doing business and start their way with mistakes that can cost them dearly, and this is not just about money.

The main part. The main solution to the problem is a set of rules, principles, and tools that successfully operate and develop the business. But when starting your business, it is important to remember only some of them. They will help the beginning entrepreneur to “unwind” at the very beginning and not go broke. So, 5 basic principles [3]: the seller must have a high-quality product to withstand competition in the market; the business should be managed by marketing; in any business, you can increase sales using the simplest marketing scheme; real profits can be made using back-end products; you must be able to adapt to market innovations. Now let us consider each of them.

1. A high quality product. It is important to understand that any consumer wants to get a high-quality product that does not have to be returned to the seller every other day. Therefore, it is necessary to focus on this. But you also need to consider your target audience. After all, someone will find the product not quite suitable for some criteria, or consider this product low-grade. Therefore, it is necessary to clearly define who will be the main consumer.

2. Business needs manage the marketing. First of all, it is necessary to understand that business will not thrive without consumers. If you do not focus on your customers, then whatever the product is, it will not be possible to implement it. You need to feel the needs, requirements, and desires of the customers themselves. It will make possible for you to sell the product.

3. Marketing schemes. If the product is of good enough quality and is in demand, then there will be no problems with the implementation of a simple marketing scheme. For example, you can use word of mouth. People who have purchased the product and are happy with it, will advise their relatives and friends to buy it. And this scheme does not require financial expenses. Another scheme is the generation of potential customers. You can create a list of people who can purchase the product or use banners to advertise the product, social networks. It is not expensive and effective.

4. Back-end products. Everything is quite simple here. There are front-end and back-end products. The only difference between them is that front-end products attract the buyer's attention, while back-end products are neces-

sary to maximize profits. For example, a grocery store sells milk and bread. The profit from these products is not much, but on the way to get this vital product, the buyer will definitely buy something else, such as cake, alcohol, in General, something that will allow us to make a profit. Here, the main thing is to attract attention with a cheap product, and in return sell something high-quality and expensive.

5. Adapting to market innovations. The market is constantly in motion. New technologies open up new opportunities and replace outdated ones. Habits, desires, religion, geographical location-you need to take everything into account to increase sales and maximize profits. Among all the above factors, it is necessary to increase the most important thing in business – trust. At the very beginning, customers don't know anything about the product, they don't know the company. It is necessary to win their trust and show that the product has advantages over other similar products on the market [2].

Conclusion. Thus, at the very beginning of creating a business, you need to consider the following: the product must be of high quality in order to win the trust of potential consumers. And later, using easily accessible marketing moves, attracts even more customers to the product.

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THE NEED TO USE MARKETING IN LARGE PRODUCTION COMPANIES OF THE REPUBLIC OF BELARUS

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Summary – This article discusses the history and principle of marketing at Belarusian enterprises. Particular attention is paid to marketing problems at large enterprises in Belarus. Recommendation for preventing these problems are highlighted.

Резюме – В данной статье рассмотрена история возникновения и принцип действий маркетинга на предприятиях Беларуси. Особое внимание уделено проблемам маркетинга на крупных предприятиях Беларуси. Выделены рекомендации по предотвращению данных проблем.