

HOW TO START AN ONLINE BUSINESS

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Резюме – Бизнес в интернете в последнее время набирает все большую популярность. Специалисты в сфере экономики уверяют, что лет через 10-15 организации, которые не представлены в сети, могут полностью прекратить свою деятельность. Но перед тем, как начать любой бизнес, необходимо проанализировать все особенности его ведения. В данной статье представлены преимущества и недостатки онлайн бизнеса, а также несколько советов для тех, кто решил начать такое бизнес.

Resume – Business on the Internet has recently become increasingly popular. Experts in the field of Economics assure that in 10–15 years time organizations that are not represented in the network can completely stop their activities. But before you start any business, you need to analyze all the features of its conduct. This article presents the advantages and disadvantages of online business, as well as some tips for those who have decided to start such a business.

Introduction. Most people often have thoughts about starting a business and starting to work for themselves, but only a small part of them actually become entrepreneurs, mostly people do not want to take risks and do not even try to start a business. This is due to a lot of difficulties and risks that novice businessmen necessarily face: there is no money for start-up capital, there is not enough time or knowledge in a certain area. But if you are ready to take a risk and open your own business, then you should pay attention to the possibility of organizing your business on the Internet.

Main part. Starting an online business is a great opportunity for newcomers to entrepreneurship: it is modern, does not require a lot of expenses, an opportunity for experiments and wide channels of communication with potential clients. E-business involves entering into agreements and contracts, managing purchases via the Internet, creating software and digital goods, creating and processing orders, delivering them, selling and marketing, auditing financial activities, finding employees and supporting partnerships, as well as interacting with customers. The formulation of a business idea is the most important step that will set the direction for the entire project. The idea for a business must be clearly formulated, in demand in the market, competitive, respond to the customer's request and have a unique character. Businessman need to present your business correctly to your clients. A person can make creative and bright ads, or offer customers a promotion or a bonus if they use your services. Thus, you will leave a good impression about yourself and you may have regular customers.

Despite the fact that business on the Internet is a very attractive prospect, before starting a new career, you need to consider all the pros and cons of this type of activity. So, first you should consider the advantages of running such a

business. One of the most positive aspects of doing business online is that you will need minimal financial investment in the beginning. Compared to other types of business, the entry threshold is very low. There are activities that do not require financial investment at all, such as promotion in social networks, consulting or blogging. There are a lot of services that allow you to create a website for free. In this case, the quality suffers and the list of tools to work with are limited, but this is a good option to start with [1].

The Internet covers the entire world, so you can search for customers and provide services almost all over the planet. Therefore, you will be able to find your customer wherever they are. Working on the Internet, you can determine when and how many hours to devote to your activities. It can be 2 or 4 hours a day, or it can be 12–15 hours, it depends only on your plans and desire to move forward. You can find a lot of partners on the Internet and it will be easier and faster to make deals with them, since you will not need to attend the meeting in person. Also, online business provides a wide range of activities for self-realization. Here every aspiring businessman can find his vocation.

But starting a business on the Internet, do not forget about the significant disadvantages. Immediately be prepared for the fact that initially you will miss the team. You may have problems communicating with staff. It is much easier to explain to regular employees what is required of them than to remote employees. On the Internet, there is a high risk of misunderstandings, failure to meet deadlines and short-term cooperation. Having full-time employees makes it easier to establish connections and make common plans. In online business, there is a constant race and competition for the audience, because as many potential customers, so many competitors, so you need to constantly fight for your client and position on the market. Prepare for an abnormal schedule and unstable income. It is difficult to predict when you will need to work overtime, and when there will be few customers, at this time you will need to work at a loss. If you have a business online, you will also have to work with other people who provide their services in support of your business. It is easy to come across scammers here. Therefore, it is very important to be vigilant. Working for yourself, you have a huge responsibility. Sometimes you will not be able to shirk from work or run away at the slightest difficulties. Of course, you can drop everything at any time, but in business, other people depend on your decisions, and the wrong move can hurt them too. It may also be difficult to get loans from a bank due to the lack of real assets. If you analyze all the pros and cons of online business and you still have the desire and desire to create your own business, then first you need to correctly identify the goals. A clear goal will help you overcome difficulties and find the best ways to satisfy customers. At the initial stage, it is very important to optimize risks properly, make a clear business plan and cost estimates and strictly adhere to them, do not get involved in loans and pay attention to all investments, even small ones. Be sure to choose a field that you really understand, or that suits you. A person should study all the nuances of this market: the fea-

tures of goods or services, the specifics of the competitive environment, customer preferences, etc. Perseverance and confidence will help you run your business. However, soberly assess your strengths and capabilities, you do not need to strive for rapid success. If you do everything possible and make every effort, you will soon become a leader in your field [2].

Conclusion. Online business is a promising area, which is based on earning money by building business activities using Internet technology. Entrepreneurship on the Internet has many advantages, for example, a wide choice of activities and low investment in the initial stages, but at the same time, you need to keep in mind the difficulties that you will have to overcome, and approach the opening of a business very seriously. At the start, it is important to clearly define the idea and create a specific business plan, optimize risks and be patient. With the right level of perseverance, the right priorities and psychological attitude, success will not be long in coming.

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ADVERTISING ACTIVITY OF JSC “ZENIT”

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Резюме – В этой статье рассмотрены пути повышения эффективности рекламной деятельности предприятия ОАО “Зенит” и комплексы мероприятий для достижения стратегических целей предприятия.

Resume – This article discusses ways to improve the effectiveness of advertising activities of JSC “Zenit” and sets of measures to achieve the company's strategic goals.

Introduction. The success of any enterprise depends not only on the size of the initial capital, but also on the quality of advertising activities. Advertising is a complex of various events, the purpose of which is to tell about the products of a production company. These can be exhibitions, seminars, presentations or conferences. Advertising is an effective tool for establishing relationships between producers and consumers, namely, attracting the attention of customers, determining their behavior and creating a positive image of the company itself.