

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.

Main part. The main production activity of JSC “Zenit” is the development and production of electrical products for elevator configuration. The second direction is the production of energy-saving lamps and lamps, as well as headlamps and lights for agricultural, auto-tractor and off-road equipment. This direction is very promising and unique for the CIS countries, as LED headlamps of passing, driving and working beams of various modifications for heavy operating conditions are the development of specialists of JSC “Zenit” and there are no structural analogues of lighting engineering of other manufacturers. In the world there is only one competitor of the specified lighting technology and it is the company HELLA, Germany. It should be noted that the success of any enterprise depends not only on the size of the initial capital, but also on the quality of advertising activities. Advertising activities are a set of various activities aimed at telling about the goods of a production enterprise. These can be exhibitions, seminars, presentations or conferences. Advertising is an effective tool that establishes the relationship between producers and consumers, namely, attracting customers' attention, determining their behavior, and creating a positive image of the enterprise itself. Planning and organizing advertising activities consists of several main stages:

- Conducting marketing research to determine the target audience. This allows you to create the design, text design and message of the entire future advertising campaign.

- The search for the main idea and creative strategy for promoting an advertising campaign allows you to attract attention to published materials and products, creates not only a commercial, but also a creative product that attracts the attention of the audience.

- The choice of advertising distribution channels depends on the available budget, product specifics, and the selected idea of the advertising campaign.

- Depending on the previous parameters, the total advertising budget required for all events is generated. As a rule, the main focus in the budget is on the quality of printing products and the cost of renting sites for its placement [4].

Advertising management consists of constant interaction of the company with manufacturers and distributors of advertising in order to: organization and management of the planning process; development and production of advertising tools; delivering advertising messages to the target audience; monitoring the effectiveness of each event [4].

In the process of management, information is collected, processed and transmitted that is necessary for making management decisions. The approach to management should be flexible and adaptive, since consumers living in the information society are sensitive to new trends and at the same time strive to save their own money.

At the moment, one of the tools to increase the efficiency of advertising activities at the JSC “Zenit” enterprise is to get feedback from consumers because in order to get the effect of advertising, it is necessary to analyze the needs and inter-

ests of its target audience. It can be filling out questionnaires by telephone, by questionnaire in trading organizations and firms, by communication during business trips, at exhibitions and seminars [1].

Also playing an important role in the success of the advertising campaign is an attractive advertisement consisting of a high-quality image and convincing text. The catalogue of LED lamps and lighting fixtures was repeatedly updated during 2019, new catalogs “Elevator equipment” and “LED lighting for transport” were produced, advertising booklet “LED lighting for forestry enterprises” was issued, as well as copies of existing and new catalogs were created, translated into English. It should be noted that in 2020 the demand for electrical products for elevator configuration abroad increased, compared to 2019, which is a consequence of the effective advertising activity of the enterprise for 2019. Because JSC “Zenit” company of radio technical profile have to be published in specialized magazines and newspapers. For example, in December 2019, an advertising article on LED products was published in the printing body of the Ministry of Forestry of the Republic of Belarus “Belarusian Forest Newspaper” and in the republican newspaper “Belarus Today”. In addition to publication in print publications, the broadcast of commercials on republican channels can give a positive result [2]. Today, one of the most effective ways to promote the products of JSC “Zenit” is to participate in international specialized exhibitions, as this is a great opportunity to increase the number of customers. In addition, exhibition organizers offer enterprises not just participation, but in fact a comprehensive advertising campaign, which includes posting detailed information about the participant on the website, in the catalogue, information materials of the exhibition, mention of the company in electronic and postal mail, articles in print publications and on Internet portals. In 2019. JSC “Zenith” participated in 9 exhibition events. One of the largest was the “LED Lighting Exhibition” in Istanbul, Turkey [3].

Conclusion. Thus, the set of mentioned advantages makes specialized exhibitions really the most effective tool for promotion of goods and services at the enterprise of JSC “Zenit”.

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STRATEGIES FOR ENTERING THE GLOBAL MARKET

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Резюме – В статье рассматриваются причины, по которым компании должны стремиться выйти на международный рынок: условия успешного основания и ведения бизнеса; особое внимание уделяется разработке действенных маркетинговых концепций и поиску надежных партнеров.

Resume – The article describes the reasons why companies should strive to enter the international market; in addition, there are conditions for successful business establishment and management; special attention paid to the development of effective marketing concepts and the search for reliable partners.

Introduction. In the context of the globalization of the modern economy, an increasing number of companies are seeking to develop foreign markets, thereby asserting a leading position in their industry. Entering the international arena allows you to attract new customers, reduce the risk of losses, increase the competitiveness of the enterprise and increase its capitalization.

Main part. Prerequisites for entering the foreign market. Entering foreign markets is an important strategic decision. Its adoption influenced by a number of reasons, including: the desire to increase profits and ensure business growth in an oversupplied domestic market with similar products; striving to increase competitiveness through key competencies (know-how, unique technologies, customer relationship systems, etc.); ability to minimize the risk of losses in a crisis due to the presence of the company in foreign markets. As a result, the level of business capitalization and its stability in relation to external factors (actions of competitors, legislative measures, etc.) increases [1].

The decision to set up a business in another country preceded by an analysis of the current situation and prospects of the company's development, which are expressed in the following questions:

Time. The question concerns not only the desire to get ahead of competitors or become their follower, but also the real capabilities of the company, the availability of favorable conditions for the development of new economic territories.

Scale. Depending on the available resources, the scale of the exit is determined: an aggressive strategy of mass capture or a gradual expansion of the market presence.