

## DESIGN IN MARKETING

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*Summary - Nowadays, a lot of time is spent on promoting various ways of goods and services for the successful implementation of the business. Success depends on the ability to develop new creative products and services. It is also very important to retain the consumer after the purchased product or service. That will promote the share of fame in the market. Revenue and sales play a more important role in business than design. But design is not just about creating a beautiful item or service. Without design, businesses will not be able to convince consumers to part with their money on their own. This is not due to the lack of knowledge among those who run business, but the matter is in different ways of thinking and comprehending.*

*Резюме - В наше время тратится очень много времени на продвижение различными способами товаров и услуг для успешной реализации бизнеса. Успех зависит от способности разрабатывать новые креативные товары и услуги. А также немало важно удержать потребителя после приобретенного им товара или услуги. Что продвинет долю известности на рынке. Доходы и продажи играют более важную роль в бизнесе, чем дизайн. Но дизайн это не только создание красивого предмета или сервиса. Без дизайна бизнес не сможет самостоятельно убедить потребителя расстаться с деньгами. Это не связано с нехваткой знаний у тех, кто руководит бизнесом, а дело в различных способах мышления.*

**Introduction.** Design is the conduct of business in general, serving people and increasing value, combines functions and form, properties and style, characteristics related to aesthetic, social, moral, economic and national categories. Communication skills-to penetrate all the structures of science and industry, which proves its irreplaceability, significance, necessity and relevance. The designer is a carrier of a specific, largely irrational way of thinking, that is called visual [1].

**The main part.** The designer is motivated by art that increases the quality of life and products. The designer can create a need. "What they don't see, they don't buy" is a principle that reminds us that it is important to simplify in order to improve the main message or idea. A successful design should be aimed at person. The item or service produced by designer must be adapted to the needs of those who will use it, and designer must establish a connection between beauty, emotion, and rational ideas. Similarly, you need to use intuition, to surprise the customer, to throw into shock what he does not expect. You also need to understand buyer, the meaning of simplicity, hierarchy, laws, material, and layout. In this case, the positive result is obvious, but it will be accompanied by the capture of a market segment or, in principle, the opening of a radically new market. When consumer comes into contact with a new product for the first time, they consider it on the level of instincts (for example, as something that can be eaten), and the task of designer is to develop a package that will prolong the effect and make the product as appetizing as possible. At the same time, designer maximizes the visual impression, then strengthens the auditory impression, and finally strengthens the tactile impression [2]. Focusing on the needs of a final user has played an important role, not only in the development of products, but also brands. Good design ensures the importance of the brand. A brand with a good design has an advantage over others. As Steve jobs said, "Design is connected to the soul of the company".

A successful business is a business that is characterized by a high degree of creativity (development of new services, products, and packages). Attractive, creative and unconventional design is an integral part of marketing. No brand can be done without design. They adhere to a special method of design management, using it everywhere within the organization, not just in the process of product promotion or packaging design. In addition, the design is a good competitive advantage.

Marketing is the process of planning and solving tasks, pricing, obtaining and implementing ideas, products and services through an exchange that satisfies the desires of customers. Marketing can be called a business philosophy, which means that marketing is the ability to study pricing system, the market, anticipate consumer preferences, and effectively communicate with them to meet their needs and ultimately make a profit. Customer satisfaction, customer awareness is the goal of marketing. Most of the work of a marketer consists of conducting research, detailing and visualizing the stages of implementing a new product, and writing a technical task for implementing the project.

**Conclusion.** Design in marketing is a creative activity aimed at determining the formal qualities of industrial products. In the fields of design and marketing, there is something similar. While working on a project, designers and marketers understand the essence of human behavior and find logical connections in order to fulfill the customer's tasks in the future. In addition, they work together based on research or observation data. A designer who does not consider the laws of marketing can only become a freelance artist. A successful design is already a success, but the combination with brilliant management is even better.

## REFERENCES

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УДК 65.012

## BUSINESS PROCESS MANAGEMENT AS THE MAIN COMPONENT OF IMPROVING BUSINESS EFFICIENCY

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*Summary - The article touches upon the issue of competent management of business processes as an important component of any business. To manage business processes, it is proposed to use the integrated ABC-EVA system, which allows managers to obtain reliable and comprehensive information about the business at different levels of its functioning. This system also makes possible to analyze the effectiveness of business processes and based on this analysis, managers should make decisions about improving the company's processes. The article highlights the principles of business process modernization. It is reported that in order to develop the company's business processes, it is necessary to develop information systems, improve the corporate culture and raise the awareness of employees. The necessity of optimization and modernization of business processes was noted.*

*Резюме - Статья затрагивает проблемы грамотного управления бизнес процессами как важной составляющей любого бизнеса. Для управления бизнес процессами предлагается использовать интегрированную систему ABC-EVA, позволяющую управленцам получать достоверную исчерпывающую информацию о бизнесе на разных уровнях его функционирования. Также данная система позволяет анализировать эффективность бизнес процессов и на основе анализа следует принимать решения об улучшении процессов компании. В статье выделены принципы модернизации бизнес процессов. Сообщается, что для развития бизнес процессов компании необходимо развивать информационные системы, вносить корректировки в корпоративную культуру и повышать сознательность работников. Отмечена необходимость оптимизации и модернизации процессов бизнеса.*

**Introduction.** Each company operates by means of its business processes which include manufacturing of goods and services, management and development processes, processes of accumulating and analysis of data about company's life. The main purpose of business is to maximize revenues (efficiency). It is impossible to imagine an effective modern economic unit with inefficient business processes, hence one of the main factors of company's success is continuous analysis, management and development of business processes. Thus, the efficiency of business processes is one of the key points in the company's operation. A business process structure is built up according to standards of business specification, standards of owner's management, which makes it possible to reach strategic and operational goals. It is necessary for a company to have clear plan of business process management so as it leads to improvement of market price of the business [1, p. 73]. Examining efficiency of a business process, we should analyze efficiency of operational processes. One of the methods of operational management is so called «process management approach», according to this approach some of the processes are being separated and then – managed. This approach is very important, but it should be closely connected to the operational structure of a company and a motivation system in order to achieve main goals. Not all processes should be managed within detailed plans. The best way here is to use the principle of Pareto-efficiency: choose 20% of processes that leads to 80% of result and improve them.

**The main part.** One of the important indicators used for process analysis is time of process cycle (from the beginning of the process till its end). If the process is being carried out faster, more distinctly and qualitative, a company will be more competitive and will bring in more potential customers much faster. In the modern world many companies are cutting down the time of business process by usage modern technologies, this causes the increase in the number of customers within various levels of business.

All processes of company can be divided into two components according to Marxist (measures the products/services value) and Marginal (provides new customer values) approaches. The Marginal approach assumes that the main indicator of business process efficiency is Economic Value Added (EVA). EVA illustrates the ability of a company to create new revenues within certain starting capital. While using EVA indicator it is possible to estimate different aspects of company's activities: investment potential, competitiveness, solvency, efficiency etc. This indicator may be used to estimate process efficiency as all of them are aimed at getting the result (product, service); the price of the result depends on the costs of production. Thus, the higher the profitability of a product/service, the higher it's added value. Business processes also have costs, and this allows us to judge their effectiveness (costs decrease) or inefficiency (costs increase without increasing net profit). The EVA concept covers the main areas of management: investments, finance, and labor.

Implementing EVA concept is the beginning of constant increases and developments of modern management instruments. EVA can also be integrated with ABC concept (Activity-Based-Costing); this integration leads to an increase in the areas of cost calculation and capital management. ABC-EVA system prevents managers of operational decisions based on profit indicators (such decisions can lead to a decrease in the company's market value over a long period). The