

ing time is significantly reduced because the chatbot can simultaneously and continuously receive numerous requests. This allows employees to focus on more important and complex goals. The development of a chatbot is quite cheap and takes little time, so the demand for this novelty has been growing significantly lately. AllTheResearch predicts that the chatbot market in the world will grow from \$ 3.3 billion in 2020 to about \$ 15 billion in 2027, and the average annual growth rate over this period will be 25 % [2].

Experts say that thanks to chatbots, companies achieve high performance. To have an advantage over competitors, trading platforms create chatbots for applications and websites. They are already used on well-known platforms such as Alibaba, eBay and Uber.

Conclusion. Thus, the popularity of marketplaces is gaining momentum, as they offer a large number of advantages for customers and for sellers, as well as for investors. An important part is to conduct an analysis of competitors in order to have an understanding of what is possible to surpass. Creating a vertical marketplace allows you to compete with such giants as AliExpress, eBay, Coursera. Creating a vertical marketplace is a good investment opportunity for both large companies and start-ups. For example, you can launch a trading platform aimed at a specific audience, and then expand the system and enter new markets.

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HOW TO START YOUR OWN BUSINESS ON THE INTERNET

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Резюме – в современном мире почти все вопросы решаются через интернет. Значит, чтобы быть современным, нужно быть в сети. Как же начать свое дело в Интернете? Может показаться, что это очень сложно и масштабно. Но открыть свое дело удивительно просто - нужно лишь определиться, что продавать (или поискать идею для бизнеса в сети) и непосредственно открыть интернет-магазин.

Resume – in the modern world, almost all issues are solved via the Internet. So, to be modern, you need to be online. How to start your own business on the Internet? It may seem that this is very difficult and large-scale. But it's surprisingly easy to open your own business - you just need to decide what to sell (or look for an idea for a business online) and directly open an online store.

Introduction. Quite a lot has been said and written about the advantages of online trading. Everyone knows that by purchasing an online store, you, for a little money, get the opportunity to fully conduct your business. This is your own virtual trading platform that functions without incurring costs.

The main part. There are several basic steps that will help you overcome fear and start an online business:

Step 1. Naming. After you have decided on an idea, you need to figure out how to name your business. This is the most enjoyable and creative part, but no less important.

Step 2. Domain registration. A domain is a website address. You are free to come up with any domain name of the form `www.name.ru` (.com, .net, .org, etc.) or register as a domain name the name invented during the previous paragraph [1]. The domain name should be short and sonorous, this is important.

Step 3. Creating an online store. An online store is not only a beautiful showcase for your product, but also a workplace that simply has to be comfortable for you. It is possible to go two ways: buy a ready-made online store or use a free service. As practice shows, the effectiveness of free sites created tends to zero. Your store is hard to distinguish from a lot of twin brothers.

It is rational to buy a ready-made full-fledged online store. At the moment there are many ready-made solutions. It is enough to enter "creating an online store" or "online store script" into the Yandex search bar, professionals are always at the top of the search [2]. It is important to pay attention to the prices, you can ask your questions to the company's employees and evaluate the literacy of the answers, these answers can show a lot.

There are many developers of online stores, for example, PHPShop. You can view and "click" a ready-made online store before purchase due to the presence of a demo version. After acquaintance, it becomes clear that the PHPShop interface is similar to the usual Windows, and the developers have given sufficient freedom for the user: you can put it on a computer, or you can work directly on the server, there is an opportunity to download the store to a "flash drive" and start working on any computer.

Step 4. Design. Design almost completely forms an opinion about the seller and the product, which means that a good design is the key to high sales [3]. The buyer should be pleased to be on your site. You can trust the designers of the company, or you can look for a designer on the side. Be sure to look at the portfolio of already completed works on the website of the manufacturer of the store, you should see really interesting projects.

Step 5. Payment methods. You should make sure that it is as convenient as possible for your customers to pay for purchases. To date, the main payment methods are:

1. Bank account is a standard form of non-cash payment for legal entities.
2. Interkassa Exchange office – Interkassa payment system.
3. Message – a standard text message, used for the payment method "courier delivery, etc."
4. Visa, Mastercard (PayOnlineSystem) – PayOnlineSystem payment system.
5. Robox Exchange office – ROBOXchange payment system.
6. Belarusbank – standard receipt form of Belarusbank for individuals.
7. Webmoney – Webmoney payment system.
8. Z-Payment – the Z-Payment payment system.

Check the availability of support for these payment methods from the manufacturer of the online store. The absence of some of them can become an obstacle to buying and you will lose potential customers [1].

Step 6. Delivery. It is necessary to think over how you will deliver the goods to the buyer. You can do it yourself, with the help of a car and mail, or you can hire couriers. The main thing is to guarantee timely and fast delivery, because this is what all buyers want so much [3].

Conclusion. Just 6 steps, and your own Internet business is ready. Of course, this is just the beginning, but now you have everything to start earning on your favorite business. However, it is necessary to foresee that a successful business will soon require expansion.

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