



Figure 1 – Maslow's Hierarchy of Needs

Note – Source:[2]

Conclusion. Based on this work, it can be concluded that the profitability of a catering company depends on the competitiveness of the catering itself, and the competitiveness of the products offered.

Healthy competition is an essential part of promoting any business. It is competition that contributes to the emergence of new, improved, higher-quality, in some situations, cheaper products. Due to competitors, managers see their own and others' mistakes that they can correct or not commit, and what new things can be introduced into their business to make it more successful.

LITERATURE

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SOCIAL NETWORKS AS A TOOL IN BRAND PROMOTION

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Резюме – в данной статье рассматривается роль социальных сетей при продвижении бренда, а также задачи, которые решает интернет-

маркетинг. Определили, что выработка стратегии продвижения зависит от множества факторов и затруднена отсутствием четких критериев и границ. Проанализировали задачи SMM, инструменты маркетинга в социальных сетях. Рассмотрели плюсы и минусы продвижения через социальные сети.

Resume – this article considers the role of social networks in brand promotion, as well as the tasks that Internet marketing solves. It was determined that the development of a promotion strategy depends on many factors and is hampered by the lack of clear criteria and boundaries. We analyzed the tasks of SMM, marketing tools in social networks, considered the pros and cons of promoting through social networks.

Introduction. For successful online business, it is not enough to have just a website offering the company's products. It is important to have a quality resource that could attract a large number of potential customers. It is impossible to achieve an increase in the performance indicators of a web resource without conducting competent work on the creation and management of the information content of the site – content management.

Main part. The user's behavior on the site depends on the recommendations for the development and management of content, whether the user will view the resource or immediately leave it, whether he will return to the website again, etc. Along with design and advertising, content forms the user's first impression of the site. Advertising specialists place information on Internet resources with huge capacities, such as: Yandex, Google, Mail.ru, Rambler, Bing21, Blinkx. Brand sustainability, increasing its awareness, brand image formation, demand generation, informing a wide audience about the product, information to consumers about the event – far from a full range of tasks that can be solved with the help of Internet marketing.

Brand development in the online environment is in great demand and relevant at the moment. Now it is fashionable to develop a personal name. Marketing is becoming more personal. People buy from people. The responsibility of specific employees increases. So, today a brand is not only a company name, a logo, a palette of corporate colors, original graphics, sounds, and so on. But people also become a part of the brand. So, the features of brand development in the online environment are that you need to choose ways to deliver brand content to end consumers, and it is unrealistic to cover all the tools even for large brands with huge budgets. For example, the promotion of an IT agency on the Facebook social network will be more logical than on another platform, since the target audience is located there. Another example is banks that communicate with the audience in their language on any platforms. Social networks were equated in efficiency to advertising on television. This happens, because the audience of social networks is more attentive and active, this is caused by the fact that contact with a potential client is established point-by-point, everyone's needs are taken into account. For a clearer understanding of why social networks

are necessary for a brand, we will analyze the tasks of SMM and what tools are used. SMM tasks:

- 1) Brand promotion;
- 2) Increase brand loyalty;
- 3) Increase awareness;
- 4) Forming an impression about the brand;
- 5) Increase traffic to the brand's website.

Social media marketing tools include:

- 1) Maintaining thematic communities. The right way of using them will allow to gather the target audience of the brand in one place.
- 2) Content promotion. (community advertising, targeting, etc.)
- 3) Viral marketing. The most effective tool, which helps the rapid distribution of content, thanks to the uniqueness.
- 4) Shadow marketing. Unlike viral marketing, the audience's opinion is not formed immediately, but by indirectly mentioning the product.
- 5) Work with opinion leaders. Opinion leaders can be both communities and its users, who influence the formation of opinions about the brand.
- 6) Mutual advertising. (cooperation between platforms of similar subjects).
- 7) Direct advertising.
- 8) Target. Brand orientation to a specific user using certain selection criteria.

These are not all marketing tools, the list is constantly being updated. It is necessary to monitor the trends in the development of SMM. There is a huge selection of promotion tools, so an experienced marketer can launch content that will give the company a large increase in new consumers.

Collecting and analyzing reviews about the advertised product will help build a promotion strategy, as well as work on the quality of the product itself. There are also disadvantages of promotion in the social network. networks:

1. Slow result. It is almost impossible to predict what kind of reaction users will have to advertising and after what time it will bring results;
2. Continuous work on content;
3. Difficulties with calculating and planning the advertising budget.
4. Constant work and improvement of the promotion strategy due to the rapid development of competition.

Conclusion. During the analysis of social networks, the fact was revealed that the number of users is only growing every year, new functions are appearing. We came to the conclusion that social media marketing is the most promising method of brand promotion in the market, and it is also difficult to choose promotion tools, since different ones are used for a certain group of goods or services, companies of different scales, they are selected individually for each and change in the process of work.

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FACTORS CONTRIBUTING TO IMPROVING THE COMPETITIVENESS OF THE ENTERPRISE IN MODERN ECONOMIC CONDITIONS

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Резюме – конкурентоспособность является главным критерием выпускаемой продукции в современных условиях. В данной статье рассматриваются факторы, способствующие повышению конкурентоспособности ОАО «Осиповичский завод автомобильных агрегатов», как многопрофильном производственном комплексе.

Abstract – competitiveness is the main criterion of manufactured products in modern conditions. This article deals with the factors contributing to improving the competitiveness of the JSC "Osipovichi Plant of Automotive Aggregates" as a multidisciplinary production complex.

Introduction. Today JSC "Osipovichi Plant of automobile aggregates" is part of the holding company "Minsk Automobile Plant". The work of these enterprises is connected with each other. That is, JSC "OZAA" represents a multidisciplinary production complex in which workshops produce specialized products and participate in intra-factory cooperation. The management of the enterprise has to competently build management in modern economic conditions.

Main part. To increase the competitiveness of products, the company's management takes into account the following factors in the production process: improving the quality of products, the level of qualification of employees, improving the technological level of production, studying supply and demand, searching for new sources of financing, determining the price of goods.

For example, at JSC "OZAA", each workshop works taking into account its specifics, but they are closely interrelated and influence each other. The life cycle of industrial enterprises and their structural divisions depends on different circumstances. All organizational and economic details of the workshops are calculated by different services of the plant, taken into account when developing the company's strategy.

For example, the mechanized assembly shop last year worked with a sales profitability of 10.9 percent, produced products worth more than 21 million rubles. This result was possible due to the correct selection of personnel. The workers of the workshop are at the peak of intellectual and physical abilities: the