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OBJECTIVES OF A BUSINESS PLAN IN MODERN BUSINESS

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Резюме – в данной статье описывается необходимость и значимость бизнес-плана в современном бизнесе. Бизнес-планирование прямо влияет на успешность развития бизнеса, привлечение инвесторов и бизнес партнёров. Кроме этого, в статье описаны основные функции бизнес-плана.

Resume – this article describes the necessity and importance of a business plan in modern business. Business planning directly affects the success of business development, attracting investors and business partners. In addition, the article describes the main functions of a business plan.

Introduction. Business planning is an important function of a management team. A business plan is one of the aspects of strategic planning. Generally speaking, strategic planning is an important element in the development of the entire company as a whole. The strategy is a comprehensive plan, the purpose of which is to achieve the objectives of the company. Strategic planning is the process of identifying the company's goals and choosing the necessary actions to achieve them successfully. The traditional technology of strategic planning is the business plan. This document forms and contains the main ways of strategic development of a particular enterprise or business. Thus, the company determines for itself the key elements that will determine the direction of development at a certain time period. Business planning is necessary not only to perform the function of organizing a company from the inside, but also to attract funds from investors, because they often play a significant role both at the start-up stage and in the process of company development.

Main part. There are three components to a successful business:

1. Understanding the general state of the company at the moment;
2. Presentation of the level that the company is going to achieve;

3. Planning the process of transition from one state to another.

That is why business planning is necessary, which includes the development of goals and objectives, assessment of the current state of the company, identification of strengths and weaknesses, market analysis and information about potential consumers. In any business, the most important task is to anticipate the needs of customers and fully satisfy them. The result of this will be profit. So we can conclude, that the task of planning in business is to anticipate the desires and needs of consumers, that they will have and, according to this, build the activities of their company. Finance is a fundamental part of any business plan. While forming a future strategy, businesspeople should understand, how much investment or loans are necessary.

The business plan performs the following functions:

1. Determining the path of development of the company, identifying the driving forces of its development. This will make it clear where the company will come after some time. This feature is key.

2. Planning. In implementing this function, it is important to assess the resources and time required, and to plan how certain areas of activity will develop. For the development of different areas, it is necessary to carry out detailed planning for each of them.

3. Attracting investments from outside. It is possible to raise funds both from official institutions, such as banks, and from individuals. For an effective dialogue with them, it is necessary to justify the need for investment and correctly calculated profit from future periods, therefore it is extremely important to reflect financial indicators in a business plan.

4. Attracting partners. Partnerships can bring many benefits. Successful negotiations on partnership participation in the development of your business also require clear and correct financial indicators for future periods, which will allow you to accurately assess future material benefits.

5. Informing the company's employees. In any organization, the main resource and driving force are employees. A business plan is able to provide them with a successful understanding of the goals, objectives and directions of the company's development.

Conclusion. Thus, the business plan is certainly an important document that provides protection from external and internal negative influences on the business. Thanks to competent planning the goals of doing business could be realized, and moreover a good business plan provides profit growth and maintaining the stable growth of the company.

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TARGETING IN THE MODERN WORLD

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Резюме – в данной статье рассмотрены типы рекламного таргетинга и способы сбора информации о потенциальных покупателях.

Resume – this article discusses the types of advertising targeting and ways to collect information about potential buyers.

Introduction. In the modern world, the concept of targeted advertising appeared with the launch of social networks, thanks to users who shared basic information about themselves on their pages: date of birth, city of residence, educational institution, etc. Already thanks to these simple data, we can show the user an advertisement for a cafe for a birthday party with friends; tell about a conference that will be held in his city; advertise paid additional courses in his specialty.

Main part. At the moment, there are several types of targeting advertising, which allows targeting specialists to find the main audience on the Internet, according to their preferences. Today, targeting is constantly improving, finding new technologies for collecting data about the user and, as a result, shows interesting ads for him. There are several types of targeted advertising:

1. Targeted advertising on social networks.
2. Mobile targeting in social networks.
3. Content-targeted advertising.
4. Targeted advertising in real time, etc.

The first type of advertising can be configured in special advertising cabinets in social networks. There you can see your preferences, which the network has considered necessary to add. So, if you were looking for something, for example a sofa, in social network groups, then after a while you will notice that the network offers you to enter these groups, or shows a link to a website with a product. In turn, mobile targeting is much more advanced than on a personal computer or laptop. The phone can collect data not only about which groups or sites you visit, it can also collect data about the user's location, his conversations and various notes in the phone. Today, almost everyone has a smartphone, which allows you to simultaneously analyze a very large audience.

Content-targeted advertising is another way to offer a product or service to a user. So when choosing a car, an advertisement about insurance may appear on the site. This advertising is usually achieved through an ad matching system or a "big date" analysis. Real Time Bidding or RTB is a technology for displaying