

competence, every little thing is important. Therefore, proper positioning is the basis for successful promotion in the market.

3. Development of marketing policy elements. Building long-term relationships with industrial customers requires the preparation of separate marketing strategies for each buyer. It is necessary to carefully consider product, service and sales policies, pricing policies, and develop a communication strategy [1].

A strategy is a multi-level instruction with the direction in which direction to move. To implement it, we need a plan with specific steps, deadlines and expected results [2].

The development of a marketing strategy is a constant continuous process that includes many stages.

Conclusion. The marketing strategy is an integral part of the overall strategy of the company, corresponding to its global goals. Marketing strategy allows you to achieve great results in the b2b market.

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E-COMMERCE AND MODERN TRENDS OF ITS DEVELOPMENT

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Резюме – данная статья раскрывает принципы интернет-торговли, ее плюсы и минусы, а также описывает инструменты, посредством которых осуществляется процесс купли-продажи товаров и услуг.

Resume – This article reveals the principles of online commerce, its pros and cons, and also describes the tools through which the process of buying and selling goods and services is carried out.

Introduction. Nowadays Internet commerce, which involves the sale of goods or services via the Internet, is gaining great popularity. E-commerce refers to any form of business transactions in which the interaction of the parties is carried out electronically instead of physical exchange or direct physical contact and as a result of which the right of ownership or the right to use goods or services is transferred from one person to another [3]. Trade can be carried out in a variety of areas, for example, the sale of clothing, cosmetics, food, furniture, household appliances and others. This is a rather complicated process as it involves many

aspects. To attract customers and put up products for sale sellers create websites. On these sites they set prices, describe the goods and negotiate delivery terms. The owners of the online store can produce the product themselves or order it from suppliers. When ordering goods the buyer can choose a payment method, a pick-up point as well as see information about the seller and read reviews.

The main part. For the development and prosperity of business through the Internet environment much attention should be paid to the requirements and expectations of customers. It is necessary to focus on factors such as product diversity, price, quality, return options and various payment methods in order to increase sales and improve the customer base. It is necessary to strictly monitor the compliance of the price with the quality of the goods, the provision of free home delivery options for a high degree of customer satisfaction [2]. But like any other occupation online trading has its advantages and disadvantages.

The advantages are the following:

1. Launching an online store is cheaper than launching a physical store. To operate a physical store you will need to pay for the rental of space and other initial expenses.

2. You can sell from anywhere in the world.

3. Money is earned at any time since there is no time limit in buying goods and accepting orders.

4. For buyers the following points can be highlighted: the speed of purchase, you can order from anywhere.

The disadvantages are the following:

1. It takes time and money to create and launch a project.

2. Scammers may appear.

3. There is no way for buyers to see the product before ordering.

4. There may be problems with the software.

Based on what trends can we make an assumption about how online trading will develop in the future? The 2020 analysis showed that online sales will continue to grow. Marketplaces will continue to lead. Moreover, each country will eventually have its own trading platform representing products of local manufacturers. There will be more of them and the sites will only be improved both visually and technologically. With the development of technology the amount of information began to increase. But the most important trend will be the development of logistics which will minimize the waiting time for a purchase.

Conclusion. If analyzed, we can conclude that the modern market is undergoing a number of significant changes due to the rapid development of e-commerce. The growth in sales made online is accompanied by the problem of lack of physical contact which forces sellers to find new interactions with buyers. The main guidelines for the development of the market for sellers are the promotion of their products in social networks, the use of the latest technology and strong advertising [1].

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INFLUENCE OF INFORMATION TECHNOLOGY ON THE ECONOMY OF THE REPUBLIC OF BELARUS

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Резюме – влияние IT-индустрии на экономику нашей страны растет с каждым днем, и сейчас немислимо представить нашу страну без информационных технологий.

Resume – the impact of the IT industry on our country's economy is growing each day, and it is now inconceivable to imagine our nation without information technology.

Introduction. The use of Information Technology (IT) has become essential in today's world, impacting the global economy significantly. Similarly, the Republic of Belarus (RB) has also witnessed a substantial rise in the utilization of IT in recent years. This paper endeavors to examine how IT has influenced the economy of RB. In the Republic of Belarus, the basis of the IT sector is the Hi-Tech Park and the famous EPAM company. This paper aims to explore the influence of IT on the economy of RB.

The main part. One of the key areas where IT has had a significant impact on the economy of RB is in the growth of the country's IT industry. According to the National Statistical Committee of the Republic of Belarus, the IT sector in RB has been growing steadily, with a 19.4 % increase in the number of IT companies between 2016 and 2020. This growth has led to an increase in the number of jobs in the IT industry and a boost to the country's GDP.

Furthermore, the use of IT in the RB economy has led to significant improvements in productivity and efficiency. The development of the IT industry in Belarus has resulted in the creation of well-paid employment opportunities, making