

Companies benefit from monitoring infrastructure facilities. Large enterprises in the field of oil and gas production and transportation use drones to gain control over the infrastructure, which is often located in hard-to-reach places. Drones also help in laying new routes for pipelines. The task of drones in ecomics is to improve efficiency, reduce costs and increase quality.

The main part. Unmanned systems have firmly entered the economy of Belarus, which is ready to maintain a leading position in the CIS in the development of these aircraft systems. This was announced at the International Forum on Information and Communication Technologies "THIBAULT". The Federation of Unmanned Aviation, which issues certificates for the use of radio frequencies, keeps records and controls drones, was created a year ago in order to establish interaction between users and government agencies. The use of aircraft models is expanding: from forestry and agriculture to geodesy.

Conclusion. In conclusion, I would like to emphasize from all of the above that nothing stands still in our world and the appearance of drones in the economy is not a bad development in various sectors of the economy.

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BRANDING IN CRISIS: ANALYSIS OF COMPANIES' EXPERIENCE AND DEVELOPMENT OF SURVIVAL STRATEGIES

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Резюме – брендинг – ключевой элемент бизнеса, помогающий компаниям сохранять лидерство на рынке и преодолевать кризисные ситуации. Для выхода из кризиса компаниям необходимо использовать различные стратегии брендинга, основанные на усилении бренда, дифференциации бренда и снижении цены на продукцию, но при этом они должны учитывать собственные ресурсы и возможности, а также особенности рынка и конкурентной среды.

Resume – branding is a key element of business that helps companies maintain market leadership and overcome crisis situations. To overcome the crisis, companies need to use various branding strategies based on brand strengthening, brand differentiation and product price reduction, but at the same time they must take into account their own resources and capabilities, as well as the peculiarities of the market and competitive environment.

Introduction. Branding is an important element in business that helps companies stand out in the market place and capture the attention of consumers. In times of crisis, branding becomes even more important because it helps companies maintain market leadership and overcome the crisis. The purpose of this study is to analyze the experiences of firms that have successfully used branding to cope with a crisis and to develop branding-based survival strategies for firms facing a crisis.

Main part. Branding is the process of creating and managing a company's brand. A brand is an image associated with a product in the eyes of the consumer. A brand is not just a product or service name, but a name, sign, symbol, design or combination of names, signs, symbols, or designs that identify a company's products or services and distinguish them from its competitors [1].

In times of crisis, branding plays an important role. It helps a company stand out in the market place and attract consumers' attention, strengthens the corporate image, increases consumer loyalty, as well as increases the company's profits through increased sales and higher product prices.

While many companies are facing crises, some are successfully coping with them by using branding. For example, Apple was able to maintain its market leadership during the crisis by continuing to invest in new product development and brand enhancement.

In the midst of this crisis, Coca-Cola adopted the "Brand is our future" strategy to strengthen its brand and increase consumer loyalty. The company invested in advertising and marketing and held various promotions and events that contributed to strengthening the brand.

Nike adopted a "just do it" strategy during this crisis: strengthen the brand and increase consumer loyalty. They invested in advertising and marketing and held various promotions and events to help strengthen the brand [2].

Companies facing a crisis can use a variety of brand strategies to overcome it. For example, companies can invest in advertising and marketing and hold various promotions and events that help strengthen the brand and increase customer loyalty strategies.

A company can use a brand differentiation strategy, creating a unique image of a product or service that differs from competitors. To do this, the company can use new technologies, design, innovative approaches and other methods.

A company can use a strategy to reduce the price of its products, which will allow it to attract new consumers and increase sales. However, at the same time, the company must be ready to lose its image and customer loyalty.

Conclusion. Branding plays an important role in times of crisis, helping companies to stand out in the market place, strengthen their corporate image, increase consumer loyalty, and boost the company's profits through increased sales and higher product prices. Companies can use a variety of branding strategies to overcome crises, including brand enhancement, brand differentiation, and product price reductions.

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WHICH BUSINESS IS BETTER TO OPEN FOR A NOVICE ENTREPRENEUR?

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Резюме – сейчас тема открытия собственного дела особенно актуальна и включает в себя не только положительные аспекты, но и проблемы, кризисы, потери и риски.

Resume – now the topic of starting your own business is especially relevant and includes not only positive aspects, but also problems, losses and risks.

Introduction. Starting your own business is a difficult, but at the same time an interesting goal. Your business offers many prospects. And this is not only an opportunity to increase your income, but also independence, flexibility of the schedule, the opportunity to work from anywhere in the world, use your time rationally, gain new knowledge and skills.

The main part. Every entrepreneur, before starting his activity, tries to choose a niche, in which he can earn as much as possible. To do this, it is necessary to understand what is relevant for the consumer and what criteria a profitable business should have. Now the most relevant business ideas will be an online store, street fast food, an outsourcing company, a catering canteen, prefabricated structures, a barber shop, a pharmacy, a children's thrift store or a fixed price store. But before deciding which direction to choose, it is worth determining the factors that indicate profitability:

1. Demand. It is impossible to say with absolute certainty which business will be successful. But by assessing the relevance of your product on the market and making a choice in favor of things with high demand, you will reduce the risks of failure.

2. Payback. This point is very important for both a novice entrepreneur and an experienced one. The time period in which it will pay off is important for you and your business.

3. Start-up capital. The less investment in raw materials and production needs to be made at the initial stage, the more attractive the business is. You have a limited budget and the less you spend, the more you will earn.