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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.

Thus, if your business has at least two of these items, it can be classified as potentially profitable.

So, the most important thing at the stage of choosing a market niche is a qualitative analysis. You have to develop a business idea that will include the main tasks of your company. Do not forget about the prospects and practical applicability. Remember that you will face competition, so your product or service must have some interesting properties that distinguish them from similar ones on the market. Further, the marketing strategy of the company is being built, which includes a basic description of the company's activities, ways to attract and retain customers, detuning from competitors, choosing advertising channels, and unicalization. Now we are registering your company. Study the pros and cons of opening a business in your particular country. Also calculate the risks and the possibility of closing the business with the least losses. A business plan is another necessary aspect of a successful business. It includes the company's development strategy, tactical measures, deadlines and costs, evaluates the prospects of the company, and also reports the necessary start-up capital.

It is also important, based on your knowledge, experience and investments that you are ready to make, to choose the appropriate type of production. Everyone has their pros and cons.

1. Production. If we take into account a small production, then it is profitable to start such a business for several reasons: relatively small investments at the start, fast payback, the ability to independently choose the type of point, its design and concept. Cons: increased competition, vandalism, damage to equipment, the need for careful care of it. Now the most promising business ideas will be bakeries, pastry shops, the production of designer clothes, the creation of decor, accessories and jewelry.

2. Services. Advantages of starting a business in the service sector: flexible working hours; always "live money" (receiving "tips" and paying for services from customers), low financial investments. Of course, working in the service sector has its drawbacks: low prestige of professions of this kind; relatively small earnings, stress, work on weekends and / or holidays. But for those who have professional skills in any field, it makes sense to think about opening their own small business in such areas as design, tutoring, hairdressing and manicure services, minor repairs of things and household appliances, etc.

3. Trade. When selling goods, you do not need to spend money on raw materials and equipment for its production, you buy ready-made products. However, your business will depend on the integrity of the supplier. You can make a convenient work schedule, but you need to understand that holidays, pre-holidays and weekends are the most relevant for the buyer.

Conclusion. Thus, there is no ideal formula for starting a business. When choosing in which field it is better to start, you should take into account, firstly, your capabilities (financial, intellectual, professional), and secondly, your personal preferences and hobbies, what you really understand. And in order to make

as few mistakes as possible, you should carefully study the information about the market and consumer demand.

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DIGITAL MARKETING

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Резюме – в статье предложена информация о цифровом маркетинге и его характерных чертах. Также указаны базовые составляющие и проанализировано состояние его развития.

Resume – the article offers information about the digital marketing and its characteristic features. The basic components are also indicated and the state of its development is analyzed.

Introduction. The process of digitalization of all spheres of activity has led to the accumulation of a large amount of resources. One such area is marketing.

Marketing is part of any business. As a rule, digital marketing is considered to be an action that is observed on the Internet. the main trend is digital marketing, the benefits and processes that are outlined in this article.

The main part. Technological development has progressed at an incredible rate in recent years. Quite recently, people still could not figure out and understand the essence of Internet marketing, as at the present time, almost any large company employs an expert in this trend. But, unfortunately, still not everyone understands it. Over time, another trend has emerged – digital marketing, which keeps up with the latest technologies and methods, respectively.

Digital marketing is a single term for marketing, products and services that uses digital channels to attract and retain customers. Digital marketing is any movement in which the “digit” is involved in one way or another.

Often this concept is confused with another, the so-called Internet marketing. To understand what their difference is, let's compare: Internet marketing is SEO-promotion of a website, which is easily accessible to the user only on the Internet. Digital marketing is all the same promotion methods that operate in conjunction with advertising and PR in various offline digital media.

Thus, digital marketing does not use ads in newspapers and magazines, television ads, billboards as advertising. But at the same time, if a QR code is placed on a billboard, then such advertising can certainly be considered digital marketing. Digital marketing is distributed in the form of: advertising in applications; SMS, MMS; SEO, SEM; email marketing, digital banners, etc.