

Communication with customers is key to a successful marketing strategy. Companies must communicate with customers to understand their needs and provide them with the right information about products and services. For this, various marketing tools are used, such as social networks, email, advertising, etc.

For successful marketing, you need to constantly monitor changes in the market and analyze data about competitors. This will help the company to adapt to the changing economic situation and provide the products and services that will be most in demand.

Conclusion. Overall, this study showed that marketing is an integral part of business. It helps companies attract new customers, retain existing ones, and grow the company. Successful marketing requires knowledge of the audience, the creation of unique products and services, communication with customers, market analysis and a clear marketing strategy. All of these factors help companies achieve their goals and thrive in a competitive environment.

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ANALYSIS OF GLOBAL KICKSHARING MARKET

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Резюме – в статье рассмотрено текущее состояние мирового рынка кикшеринга и его основные движущие факторы. Представлен прогноз на будущее и причины, которые могут замедлить темпы развития рынка.

Resume – the article examined the current state of the world kicksharing market, showed the main driving factors, presented a market valuation and future forecast, indicated the factors that may slow down the pace of development.

Introduction. One of the global trends in recent years is the emergence of sharing e-scooters, which are now being used not only for entertainment purposes but also as a full-fledged transportation solution. Kicksharing is the “first and last mile” transportation that can serve as an alternative not only to taxi rides, carsharing or public transportation, but also to walking routes.

Main part. The development of kicksharing has been facilitated by factors such as increasing urbanization, traffic congestion, environmental awareness and expanding customer base comprised of people from Generation Z.

In the coming decades, the level of urbanization along with population density in cities will definitely continue to grow all over the world. According to Statista, the world urbanization will be 68 % of people who live in urban areas in 2050, unless in 2015 it amounted only 54 % [1].

In many cities traffic congestion has become a serious problem. Cities can't handle the large number of cars, producing a lot of CO₂ emissions and causing traffic to slow down considerably. Thus, many governments around the world support the development of sharing economy, e.g., carsharing and kicksharing.

Another factor that heavily impact on the development of kicksharing market is expanding customer base comprised of people from Generation Z (people born between 1996–2012). Zoomers, unlike older generations, don't aspire to buy their own cars, they have access to alternative means of transportation, such as e-scooter rental services. Moreover, generation Z cares about the environment (top 3 interests of teenagers) and they are looking for ways to protect nature.

All these factors have contributed to the current positions of kicksharing market. According to Statista, in 2023 0,9 % of sharing economy market is occupied by the e-scooter sharing segment and have CAGR at 12 % in 2023–2027 (fig. 1). By 2025, the World e-scooter sharing market is expected to be 2,3B US\$. The biggest part of market held by the USA (38 %) and Europe (40 %) [1].

The evidence of the market growth is the existence of kicksharing companies that have made an IPO (Initial Public Offering). In 2021 Bird was the first micro-mobility company, which went public. Now the company operates in 350+ locations all over the world. In 2022 Russian company Whoosh held the IPO on the Moscow Exchange. Currently Turkish micromobility company Marti is preparing for a NYSE listing.

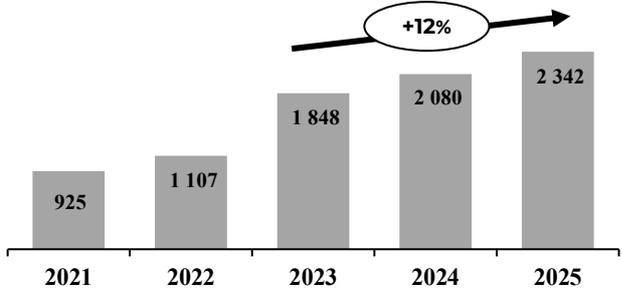


Figure 1 – World e-scooter sharing market, M US\$

Worth noting, only few companies have positive EBITDA among key world market players [2]. Whoosh has the biggest positive EBITDA margin (58 %) in 9M 2022. Whoosh's strategy differs from its competitors: the company aims not to cover as many locations as possible, but to immediately occupy a significant share of local kicksharing market that would allow users to ride from any part of the city. Whoosh provides high density of e-scooters on a limited area (2045 e-scooters per location) to create conditions for the use of e-scooters as a full-fledged means of transportation. Such strategy increases the frequency of usage of the service and increases the number of trips per scooter, even with reducing the duration of one trip. Moreover, with the implementation of big data analyses

in operational processes, Whoosh can track prices of competing services (Taxi & Carsharing) and increase revenues through dynamic pricing [3].

Unless, many companies are facing government restrictions on the number of e-scooters in the cities, the introduction of zones prohibiting the movement, maximum speed, helmet requirement, etc. Such safety concerns and government restrictions can potentially slow down the growth of the kicksharing market.

Conclusion. Kicksharing is a rapidly growing market segment that offers a convenient and eco-friendly transportation option for urban residents. However, the industry is facing challenges such as government restrictions, safety concerns, and competition from other types of transportation. Despite these challenges, the future of kicksharing looks bright, with new technologies and innovations being developed to improve safety and efficiency of the service.

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MODERN BUSINESS TRENDS IN 2023

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Резюме – в данной статье рассматриваются основные современные тренды, характерные для бизнеса в 2023 году, а также приводятся примеры бизнес-идей, соответствующие данным трендам.

Resume – this article discusses the main trends that are typical for business in 2023 and also provides examples of business ideas related to these trends.

Introduction. Today, small and medium-sized businesses are in search of new business models that allow them to maximize the efficiency of doing business in a short time because of rising costs, declining purchasing power, the shortage of qualified staff and the rapid development of online technologies. That is why it is necessary to have an idea of the trends existing in the modern market for the successful implementation of modern strategies.

Main part. At the moment, one of the main trends is the transition of most companies to the online mode and their concentration on modern technologies that attract the attention of generation Z to the goods and services provided and are the kind of investment of young consumers. The most common business ideas