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УДК 330.3

DEVELOPMENT OF SMALL BUSINESS IN THE CLOTHING INDUSTRY IN BELARUS

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Резюме – в данной работе мы рассмотрим современное состояние и перспективы развития малого бизнеса в сфере одежды в Беларуси.

Resume – in this paper, we will consider the current state and prospects for the development of small business in the field of clothing in Belarus.

Introduction. The clothing industry is one of the most important and developing industries in the business world. The development of business in the field of clothing in Belarus began in Soviet times, but in recent years the industry has significantly changed and developed. In this paper, we will consider the current state and prospects for the development of small business in the field of clothing in Belarus.

Main part. The modern clothing market in Belarus is represented by a wide range of goods that are produced by both local and foreign companies. Competition in this area is very high, which makes it one of the most difficult to develop. On the other hand, there are many promising areas in the field of clothing that can bring good results for small businesses.

To date, the clothing market in Belarus is in the stage of active development. The country has a large number of manufacturing companies engaged in the production of clothing for the domestic market and export. In addition, there are many world brands in Belarus that open their stores and production centers.

The clothing industry is developing not only at the level of global brands. Many young designers are developing their own brands. Many sewing workshops and production facilities have been opened on the territory of Belarus, so it is not difficult to launch the production of your own clothes. Such young brands are popular among young people and are rapidly gaining popularity.

First of all, to develop a small business in the field of clothing, it is necessary to have a quality product. The quality of clothing must meet international standards. This includes not only the quality of materials, but also the quality of tailoring and design. In this regard, small businesses should pay special attention to

product quality control. The second important factor for the development of small business in the field of clothing is marketing. Small businesses should be able to sell their products. To do this, it is necessary to conduct marketing research, determine the target audience, develop marketing strategies and advertising campaigns. It is also important to have a certain price level for products that will be competitive in the market. The third factor is production and logistics. Small businesses should have a well-organized production process and an optimal logistics system. This will help to reduce the cost of production and delivery of products. The fourth factor that can help the development of small business in the field of clothing in Belarus is the use of Internet technologies. Online stores allow small businesses to expand their market and get additional sales. It is also important to use social media to promote products and increase brand awareness.

Experts predict the growth of the clothing market in Belarus in the coming years. This is due to the fact that more and more global brands are opening their stores and production centers in the country, as well as the growing number of local manufacturing companies. In addition, demand for high-quality clothing is expected to increase, which will allow companies to develop more innovative and high-quality products.

One of the key factors contributing to the development of business in the field of clothing is the presence of a strong production base in Belarus. There is a developed production infrastructure in the country, which allows companies to produce high-quality products with low production costs.

Conclusion. Thus, it can be concluded that the clothing market in Belarus is under active development and has great potential for growth. To do this, it is necessary to pay attention to product quality, marketing, production and logistics, as well as use Internet technologies.

It is also important to keep in mind the competition in the market and constantly analyze market trends in order to remain in demand and successful in the market. The existing production base in the country, as well as the presence of global brands opening their stores and production centers, create favorable conditions for the development of business in the field of clothing. Nevertheless, the industry needs qualified personnel, which may become one of the main problems in the future.

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