

**THE CONCEPT OF COMPETITIVE ADVANTAGES AND
INSTRUMENTS FOR THEIR DETECTION
(TAKE THE KAMVOL COMPANY AS AN EXAMPLE)**

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Summary. The concept of competitive advantage, KAMVOL company introduction, and what detection means are used to analyze the competitive advantage of KAMVOL company, through the Porter five-force model.

Competitive advantage: refers to the dominant position or ability of an enterprise relative with its competitors in the market, so that it can obtain higher market share, profitability and continuous performance in the industry.

KAMVOL Company, a leading global textile manufacturer and supplier based in Poland, founded in 1989. The company focuses on producing high-quality textile products, including bedding, home furnishings, home textiles, and hotel textiles.

Competitive Rivalry: Analyze competitors in KAMVOL's industry to understand its size, market share, product or service characteristics, etc.

Threat of New Entrants: To assess potential entrants threats in KAMVOL's industry. Consider the barriers to entry into the industry, capital requirements, technical threshold and other factors.

Bargaining Power of Suppliers: If the supplier has high bargaining power over the company's key resources or raw materials, KAMVOL Company can find alternative suppliers, diversify their supply chains.

Bargaining Power of Buyers: If the buyer has high bargaining power, KAMVOL company can reduce the bargaining power of the buyer by providing unique value, creating brand loyalty and providing personalized solutions.

Threat of Substitutes: If highly competitive alternatives exist, KAMVOL companies can make alternatives less attractive by constantly innovating, differentiated products and providing higher quality or more cost-effective solutions.

KAMVOL The company faces competitors from around the world in a market environment, including other textile manufacturers and suppliers.

So how to improve their competitiveness and expand their competitive advantage?

KAMVOL In order to enhance the competitive advantage of the company has made a lot of attempts, such as: the use of more advanced textile machinery, improve product quality, improve brand awareness, not only to maintain the brand image, but also expand the competitive advantage. According to the KAMVOL company's financial report, the profits in 2022 increased by nearly 20 % over 2021, at 3,425 thousand rubles.

As the pioneer and winner of the textile industry, KAMVOL company needs to continuously expand its advantages in order to survive in the highly competitive market in the future industry.

УДК 339.18(510)

ANALYSIS OF THE CURRENT SITUATION AND VISION OF CHINESE INTERNATIONAL STUDENTS IN BELARUS IN 2023: THE EXAMPLE OF STUDENTS FROM SICHUAN AND CHONGQING

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***Summary.** With the evolving Belarusian educational system, an increasing number of Chinese graduates opt for further studies in Belarus. However, many face substantial challenges upon their initial arrival. Focusing on students from Sichuan and Chongqing, this article first explores the significance of Chinese students pursuing education in Belarus. Subsequently, it delves into the challenges encountered by these students. Finally, it offers practical solutions to address the issues faced by Chinese students in Belarus, serving as a valuable reference for stakeholders involved in international education.*

Studying abroad is a unique and enriching experience that can provide students with a wide range of opportunities and challenges [1]. Chinese students come to Belarus not only to acquire knowledge and skills academically, but also to undergo a rich experience in terms of culture, interpersonal relationships and personal growth [2]. However, there are some challenges in the cooperation, and these improvements are essential to promote further cooperation and development between the two countries in the field of education [3].

Significance of studying in Belarus.

Academic and Professional Development: Belarusian higher education institutions offer a wide array of academic and professional fields, expanding the choices for Chinese students. They can gain international perspectives and expertise in diverse specializations.

Cultural Exchange: Interacting with local Belarusians and fellow international students fosters cross-cultural communication and understanding, fostering global friendships and perspectives.

Personal Growth: Study abroad experiences cultivate independence, self-confidence, and self-discovery. Adapting to a new culture and environment contributes to personal development.

International Networking: Studying in Belarus allows students to establish global social and professional networks, advantageous for future career and academic prospects.

Questionnaire Survey Analysis Results and Based Recommendations