

implementing new technologies, optimizing processes and expanding the customer base. Only then can the long-term success and stability of the enterprise be ensured [2].

Conclusion. Creating a business from scratch requires no small amount of effort, strategic thinking and stamina. You need to follow the right paths and constantly learn. However, you should not forget about the interest in this case, as the creation of business – it is a complex, but at the same time a fascinating process that will help to achieve goals and dreams.

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DOING BUSINESS IN THE MODERN WORLD

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Резюме – данная научная работа рассматривает возможные пути формирования бизнеса в современном мире. Рассматривает шаги в построении успешного бизнеса.

Resume – this scientific work examines possible ways of forming a business in the modern world. The steps in building successful business are considered.

Introduction. Opening a construction company nowadays can be a very relevant and promising business direction. The construction industry is constantly developing and growing as modern society needs new housing, commercial facilities, infrastructure and repair of existing buildings. Due to this, the demand for the services of construction companies remains consistently high.

Main part. Despite the obvious complexity of the working process, construction is a very attractive area of investment. Let's take a closer look at its advantages and disadvantages.

The main advantages in opening such a business will be:

High demand. More and more families are inclined to move to cottage settlements. There are many reasons: poor ecology in cities, rapidly developing transportation network, the opportunity to improve their living conditions without losing money.

High profitability. The markup on ready-made cottages can occasionally reach up to 100 % and higher, it all depends on the local market, the prospects of

infrastructure development and the quality of the land plot, which you have purchased for construction.

Variability. You can specialize in the erection of wooden cottages, brick, frame or stone buildings. From this will depend on the volume, speed and cost of work. Choose what you see more promising.

The main disadvantages will be:

Very high competition. Entering the construction market, you will be competing with both small businesses and large developers. In many ways, this can be avoided by favoring a franchise business, especially if it is a company known in the market.

Risk. In the case of a successful sale of a ready-made cottage, all costs will be recouped, but choosing such a business model, you do not know exactly when you will find a buyer. The search may take longer. In companies that work on the territory of the customer, such problems do not happen, so if you are not sure in the market.

The most important criterion in opening a construction business is the choice of the most appropriate direction and drawing up a competent business plan, which in turn will determine how profitable will be the chosen direction in this area. In my opinion, the most profitable and less capital-intensive will be the following directions: Construction of small forms. For example, gazebos, pergolas and other frame structures, mostly made of wood. Building such structures, even without minimal experience, is much easier than building something large-scale. Starting capital will be from a thousand dollars. At the moment, this kind of services is quite relevant, especially if you offer not only functionality at a reasonable cost, but also non-trivial decor. Expand the target audience is easiest through the manufacture of outdoor furniture for such frame buildings (gazebos, as well as verandas and terraces). Such a business will not belong to the seasonal, as the provision of such services will be relevant throughout the year without the characteristic seasonal downtime.

Roofing work. This kind of direction is quite scarce. Companies specializing in this industry, have a busy line for several months ahead. When opening a company that provides services for roofing work, it is important to choose those coatings, which in the future will specialize in. And then there are two options, or try to bite off the most popular "pie", usually it is metal (metal tile, profiled sheet, rebate), or master a new, rare direction, which is still almost no one works. In the first case, the problem will be more experienced, already mastered in the local market brigades, in the second, will have to run in search of a customer willing to do not like everyone else. For tools and other things to start with it is recommended to lay down one hundred and fifty thousand.

Conclusion. Thus, opening a construction company can be a relevant and profitable business direction in the modern world due to the constant demand for construction services and the variety of projects in which one can participate.

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MANAGEMENT OF THE INNOVATIVE POTENTIAL OF THE ENTERPRISE

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Резюме – один из ключевых факторов успеха любой организации заключается в совершенствовании ее инновационного потенциала в силу быстрого экономического развития конкурентной среды.

Resume – one of the key success factors of any organization is to improve its innovation potential due to the rapid economic development of the competitive environment.

Introduction. Innovation, which is the main source of growth, is especially important for companies now. World practice shows that a stable position in a competitive market, constant development and improvement of activities directly depends on the introduction of innovations. That is why more and more attention has been paid to improving the innovation potential.

Main part. Innovation is a new development, thanks to which an organization is able to increase the efficiency of production and the quality of a service or product. One of the important characteristics of innovation is its relevance, that is, it must be appropriate to the modern needs of society.

The innovative potential of any economic entity consists of a complex of different types of resources, such as financial, human, information, technical, and so on, necessary for innovative research and development.

Different organizations have different potential for innovation. It can be high or low. High potential is manifested through the desire to master new technologies, methods and concepts, as well as introduce innovations both in the production and management spheres of the enterprise. It is important to note that enterprises with high innovative potential create a creative atmosphere in the team, welcome a non-standard approach, and also invest all types of resources in