

4. Cost of optimization. Production of cosmetics remains profitable when optimizing products and minimizing costs.

This business has its own disadvantages. There are high costs of development, production and packaging. All products must meet approved quality standards. This will require high research and development costs.

So, import substitution in the cosmetics industry is an important and promising trend that allows domestic brands to produce high-quality and affordable cosmetics. When choosing products, it is necessary to consider their composition, quality and effectiveness, as well as pay attention to reviews and recommendations of experts.

Conclusion. Cosmetics manufacturing is among expensive and elite businesses. The demand for quality products always remains high, including goods of exclusive and natural performance. Women cannot refuse the means to maintain beauty and youth under any circumstances. Given the above, this business will always remain at the peak of popularity.

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BUSINESS MANAGEMENT IN THE MODERN WORLD ECONOMY

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Резюме – в данной статье кратко рассмотрены ключевые аспекты ведения бизнеса в современной мировой экономике, подчеркнута важность адаптации к переменчивым рыночным условиям и использование инноваций для успешного развития компании.

Resume – this article briefly examines the key aspects of business management in the modern global economy, emphasizes the importance of adapting to

changing market conditions and using innovations for the successful development of the company.

Introduction. Business management in the modern world economy often faces its own set of specific problems. However, individuals who have the opportunity to run a business nowadays, besides facing challenges, also have a large number of business-opportunities. With the development of technologies, changes in consumer behavior, and globalization, companies constantly have to adapt to stay ahead of competitors. In this rapidly changing environment, it is crucial for companies to remain flexible and open to innovation.

Main part. One of the key factors in conducting business in the modern economy is various advanced technologies. Companies need to invest in the latest tools and software to optimize processes and enhance overall efficiency. From cloud computing to artificial intelligence, technologies are changing the way businesses are conducted. Companies that embrace innovation are able to gain a competitive advantage and stay relevant in the fast-changing market.

Globalization is another important aspect of the modern world economy. [1] With the advancement of e-commerce and digital communications, enterprises are no longer confined to specific boundaries. They can reach customers worldwide and enter new markets.

However, with such global coverage, there is a need to understand different cultures, rules, and customs. Only those companies that can navigate in the most diverse conditions can truly expand their business widely [2]. Consumer behavior also plays an important role. With the emergence of social networks and online reviews, customers have more opportunities than ever before. Companies need to listen to their customers, respond to feedback, and provide something new for consideration. Success is achieved by those who can build strong relationships with their customers and collaborate with other companies.

Conclusion. In conclusion, conducting business in the modern world economy requires companies to have the ability to adapt, be innovative, and focus on the customer. By using technologies, understanding globalization, and establishing connections with customers, companies can thrive in this constantly changing "business world". It is important for businesses to stay ahead of competitors and constantly evolve to meet the demands of the modern consumer. Only with the right strategy and thinking can companies succeed in the modern global economy and achieve their goals.

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INFLUENCE OF MARKETING ON THE CONSUMER DEMAND

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Резюме – основной целью данной научной работы является рассмотрение того, когда маркетинг важен в нашей повседневной жизни.

Resume – the main purpose of this scientific work is to consider when marketing is important in our daily life.

Introduction. Marketing is one of the most important elements of a successful business and its impact on consumer demand cannot be underestimated. Consumer demand is the amount of market demand for a particular product or service, which is influenced by many factors such as price, product quality, advertising, product variety and customer service.

Marketing includes a number of activities aimed at attracting and retaining customers, increasing sales and improving the company's image. It includes a number of tools and techniques such as market analysis, target group identification, development of marketing strategies, advertising, promotion of goods and services, and market research.

Main part. One of the most important ways in which marketing influences consumer demand is by increasing consumer loyalty to a product or service. A well-designed and implemented marketing campaign can show potential customers all the advantages of a product, learn about their needs and requirements, adapt the product to them and thus increase demand for the product or service. Another important factor in the influence of marketing on consumer demand is pricing. Through marketing, companies can set the most favorable prices for their products, thereby attracting more customers and increasing sales. Through marketing, products and services can stand out in the marketplace and create a competitive advantage over others. All of these factors combine to have a strong influence on consumer demand. Companies that invest in marketing for product development can increase their market share, offer consumers new perspectives and create demand for their goods and services.

Therefore, the impact of marketing on consumer demand cannot be ignored. Companies that realize the importance of marketing succeed in increasing their market share, attracting new customers and increasing sales. Marketing is not just advertising and promotion, but a comprehensive and systematic management of all aspects of business in order to meet customer needs and increase company profits. The influence of marketing on customer demand is realized not