

**Psychological operations in business.** Modern technologies of information management of the negotiation process include both methods of direct influence on its participants, and technologies of indirect influence and mind control through information from the media, as well as through interpersonal communication channels: from the closest circle of negotiators, through channels used by participants in the process to evaluate and verify data received from them with information from other sources they are used to trust. Such technologies involve the introduction of information that can cause a person to have a certain predictable behavior and encourage them to actions and deeds, and this is done well in advance, long before the start of negotiations, and provides for psychological processing of the consciousness of the necessary key figures in the near and far environment of the object, his personal and business contacts.

Technologies of effective communication are sent directly to the process of interpersonal communication and are based on the principle: it is necessary to speak not so that you were understood but so that you could not but be understood (E. Shostrom). Their main tool is the art of persuasion, which includes many psychological techniques and skills: the ability to hear the interlocutor, if necessary, to see the world through his eyes, empathize, be attentive to him, that is, everything that motivates your negotiating partner to be fully revealed in communication with You, contributing to his self-realization, gives him inner satisfaction and thus makes us interesting and desirable interlocutors. Also, effective communication technologies are aimed at identifying the true intentions of the negotiators, manifested in the sincerity or, on the contrary, insincerity of the interlocutors. An example of such technologies can serve as some techniques used in neuro-linguistic programming - methods of lie recognition, based on reading non-verbal information from the interlocutor and comparing it with verbal, in order to identify inconsistencies, inconsistencies of reactions, various discrepancies.

Perception management is a technology of psychological impact, considering the idealized image of a problem situation or conflict existing in the eyes of the negotiators as the object of external control, which has become the reason for their implementation. In this regard, any conflict in the eyes of its participants does not exist in an objective form, but in the form of a certain image, a picture of events, a subjective model. Under these conditions, achieving success in the negotiations lies through a change in the views of the participants in the negotiations on the perceived image of the problem situation or conflict, as well as on the negotiation process itself, on its own interests and the interests of business partners in it. Today, this is achieved through technologies that form the image of a problem situation, conflict, crisis in the eyes of the direct participants and further "promote" this image in the minds of the parties in the form and according to the laws of promoting a commercial "brand" - with the help of marketing and advertising technologies.

Managing the psychological state of the negotiators comes from the basic assumption that the decisions made by the negotiator are largely a consequence of the psychological state in which he is located, and these states can be switched using methods of influencing his subconscious mind. State management technologies involve the introduction into the human subconscious of anchor associations that can occur at the right moment (as a result of external initiation) at the level of unconditioned reflexes and uncontrolled by the consciousness of the object of the impact of chain behavioral reactions.

**Conclusion.** The degree of psychological comfort arising from the negotiating party in the process of communicating with you plays a significant role, forming internal motivation and creating the necessary conditions not only for further continuation and development of the dialogue, but also for bringing together views, attitudes, worldviews and the subsequent development of mutually beneficial agreements.

Ability to treat with genuine attention to the partners in the negotiation process and speak with them in their language is the main criterion of success.

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#### DEVELOPMENT OF BUSINESS IN DRINKING WATER PRODUCTION

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*Resume – The special features of business development in the field of drinking water are considered in this article. The process of creating such a business is described consistently. The main barriers to its development are shown. The main factors affecting the profitability of the company are presented. Recommendations on improving the production and delivery of drinking water are given.*

*Резюме – В данной статье рассматриваются особенности развития бизнеса в сфере производства питьевой воды. Описан последовательно процесс создания такого бизнеса, его преимущества и недостатки. Показаны основные барьеры, препятствующие его развитию. Представлены главные факто-*

*ры, влияющие на прибыльность компании. Даны рекомендации по совершенствованию производства и доставки питьевой воды.*

**Introduction.** Water is one of the most important elements of human existence. Business based on the production of drinking water has several advantages. For example, significant human need for the product, as water is a necessary component for healthy functioning of the human body. It is worth while paying attention to the fact that in our time there are a lot of organizations that are engaged in this kind of business. Currently water delivery to the offices and people's houses is very popular. Therefore, human needs for water, and accordingly, the demand for it in bottles increase all the time. Each office worker needs about half a liter of water per day. Consequently, he consumes about ten liters per month. If we calculate the water consumption in the average office, we will see that the amount is impressive. And this does not include the rental of equipment for drinking water. Clean water can be compared with a kind of fuel for people in the offices. The price for gasoline and water in bottles is almost the same.

**The main part.** This is a very profitable business, if properly founded. Therefore, it is necessary to create a rational business plan in great detail and correctly select equipment in order to produce high-quality products in the future. Therefore, this reason may be a turning point in this business. Extraction and production of water is very difficult. Before starting a water production business, it is necessary to consider in detail all the advantages and disadvantages of this activity, since the invested funds are not refundable and everything may initially turn out to be a mistake. Let us now consider the main advantages of this business. Firstly, water is necessary for everyone, always and everywhere. Secondly, it is possible to organize production for the extraction and purification of water at almost any location. Thirdly, if we do not take into account the extraction of water, the process of its purification and spill will not require large monetary investments. Fourthly, there is usually a quick payback period in this business. However, there are some disadvantages of running the business. To begin with, it is tough competition. Also regular inspections by the sanitary-epidemiological service for product quality and compliance with production standards might cause a lot of difficulties. Lastly, if your plans include drilling a well, then you need to stock up on solid capital or find a companion.

So for production of water it is necessary to have a good starting capital and to invest money into high-quality equipment, production premises and advertising because all these factors will greatly affect the success of the business. An entrepreneur must have such documents as, for example, the certificate of a private entrepreneur and a license for entrepreneurial activity, as well as a certificate from the sanitary-epidemiological service about the quality of the produced water.

In the future, the water must be cleaned, disinfected and ozonized so that it does not lose its beneficial properties. So such equipment as special mechanisms for filtering and purifying water will be useful. It is also necessary to take into account what way it is more convenient and better to pour the purified water. To do this, we can produce or purchase containers. If the production of containers will be preferential, then we will need to have a special machine for the production of plastic bottles. We will also need bottling machines. However, at first it is not necessary to buy a lot of them. Only with time, when the pace of production starts to increase, can you increase the number of draft machines so that the production of water will increase in large volumes. The last thing you need is storage tanks for raw water. If we talk about how to extract water, then you can extract it in several ways: from a well or from rivers and lakes. However, it will be necessary to spend a considerable amount on drilling the well, so extraction from rivers and lakes is less expensive if they have a comfortable location for you (fewer delivery costs) and the water is not polluted.

The most important thing in such a business, as in any other business, is to put in order the system of product sales. Produced water can be sold in bulk to supermarkets and delivered to your home on request, but this will require your own car park. Although it is much more expensive than to deliver by your own car, but it allows you to be more mobile and tolerant towards customers. It is vital to deliver water on the day the application arrived. This will be a great advantage for the positive reputation of your company. The ability to create the exact route of delivery of water will give the chance to get rid of the extra cost of gasoline. In general, the number of cars depends on the population in your city. For example, in a city with a population of up to 500 thousand people, it is desirable to have at least 5 cars.

**Conclusion.** Thus, we can make a conclusion that success of the business on the production and sale of water depends on the number of competitors and the condition of the water consumption market in your region. The more we invest in business, the faster it will pay off. So we have to consider all these factors in a business plan. For the successful conduct and development of business a good level of service for customers should be established. Water needs to be delivered quickly and politely to serve customers. We also have to analyze in detail the experience of our competitors in this market so as not to make similar mistakes. The success of our business will depend on how well our business plan has been drawn up and implemented and whether all the nuances have been taken into account.

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## SMALL BUSINESS DEVELOPMENT IN BELARUS

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*Resume – Nowadays small business is gaining momentum, many people believe that it is very profitable and promising, as small business may be only an introduction into something big. Although not everyone imagines how many factors should be taken into account. Today more and more teenagers choose economic professions to get a little acquainted with the mechanism of doing business and in the future to try their hand at realizing their dreams. In this article ways how to start and where to raise money for business have been considered.*

*Резюме – В наше время малый бизнес набирает обороты, многие считают что это очень выгодно и перспективно, ведь с малого начинается и большее. Хотя не все задумываются о том, что нужно учесть множество факторов. Сейчас даже многие подростки выбирают экономические профессии, чтобы хоть немного познакомиться с механизмом ведения бизнеса и в дальнейшем попробовать свои силы в реализации мечты. В этой статье рассматриваются вопросы, как начать свое дело и где взять деньги на бизнес.*

**Introduction.** Starting a business is a significant risk, but business owners have become more skilled at business management the. In recent years, the level of bankruptcy of small businesses has significantly decreased, this can be explained by better training, better education and wide access to information.

**The main part.** The development of small and medium-sized businesses is among the main tasks for Belarus. In our country, we have done a lot to improve the business environment.

In general, the level of development of small business in the country, measured by generally accepted indicators in economically developed countries, is clearly insufficient. Thus, on average, only 6 small enterprises per 1000 are set up by Belarusians, while in the EU member States – they make at least 30. If we compare Belarus with most countries, small business is considered to be the basis of the modern economy. There about 50-70% of the total volume of goods and services is small business.

In Belarus the biggest part-50.2% of small enterprises is concentrated in the trade sphere, 15.8% are engaged in industrial production, and 11.4% of small enterprises are operating on the construction market. Small scientific and innovation enterprises make 4.2%, and the share of private agricultural sector is even less-0.6%. The non-state sector of economy employs 232,000 Belarusians, they produce 9% of the GDP.

Why do people with a great desire to start their own business, take a step back, retreating from their goal? Most likely it is the starting capital. That is why one can find the following types of support for small and medium-sized businesses in Belarus:

- subsidy for starting a business in Belarus from the employment center;
- preferential loan for the development of small and medium-sized businesses in Belarus;
- subsidy for job creation from the State Fund for social protection of the population;
- business development grant from the regional Executive Committee innovation Fund;
- free receipt of land in rural areas for farming.

The priority will be agricultural business and business related to innovation, export, import substitution, energy and resource saving.

Analyzing the development of business in the Republic of Belarus, we can draw the following conclusions and point out some obstacles to overcome for small business facilitation:

1. High tax rates and frequent changes in tax reporting, unstable and non-transparent legislation governing economic activity, low purchasing demand, inspections by regulatory authorities and pressure from local authorities.

2. The costs of entering the market remain high, exceeding the indicators of the nearest neighbors of Belarus (Poland, Lithuania, Russia and Ukraine).

3. Complex and expensive business registration procedures.

4. Lack of confidence of their leaders in the future. About half of the heads of large and small, old and new, capital and regional, trade and manufacturing enterprises can not predict the development of their own business in the near future - next year.