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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.

5. The inability and (or) unwillingness of entrepreneurs to unite and protect facilitate the task of the authorities to consider them as a source of replenishment of budgets of various levels.

Of course, a person who wants to create a business nowadays needs to analyze the mistakes of other entrepreneurs, communicate with them personally and use them to strengthen their business. An aspiring entrepreneur should also know that he will have to change his activities in accordance with the needs of the market.

Conclusion. I think that if a person has a desire to start a business, he has certain ideas and plans how to implement it, then such a person should definitely try. After all, even if nothing happens, you need to try further, because not everything is given the first time and you need to make great efforts.

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ADVANTAGES OF USING RETAIL BRANDING

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Резюме – Успешные продажи подкреплены использованием новых способов привлечения покупателей. В статье рассматривается влияние ритейл-брендинга на потребителя, а также акцентировано внимание на этапах проведения брендинга и его использования.

Resume – Successful sales are supported by the use of new ways to attract consumers. In this article the impact of retail branding on the consumer is investigated and the attention is focused on the stages of branding and its use either.

Introduction. Currently, the market is characterized by rapidly rising levels of competition. Customers are becoming more demanding in their choice of goods or services, and they prioritize a pleasant shopping environment in addition to a wide range of high-quality goods. In such conditions, attracting the customer's attention becomes a challenging task, even for already established market players. In modern conditions, retail branding plays an increasingly important role.

Main part Retail branding is a set of activities which create an entire image for a retail outlet in order to stimulate and satisfy customers. The aim of branding is to devise a memorable image which not only attracts new customers but also retains existing ones. Creating a retail environment which attracts the consumer is one of the main objectives of this type of branding. Emotional considerations become paramount. The creation of particular associations allows a business to link the consumer to a specific product. The influence of the brand is strengthened when it infiltrates the memory and produces positive associations. Each person prefers goods that correspond to their own outlook. Therefore, the skills of the retailer include the ability to exploit the preferences of the buyer. The advantages of retail branding include the provision of a large range of goods to the consumer, and the generation of high profits.

Brand creation is based on the following principles. Location is one of the most effective considerations. Creating a pleasant environment through music or Wi-Fi will allow customers to experience positive emotions. Only products that are well differentiated from those of competitors have the power to identify new customers. It is also important to develop a personal relationship with the customer, and to strive to establish a need for the product. Retailers should promote innovative concepts for stores in order to attract customers and to motivate them to return. Ultimately, the main consideration for retail enterprise is a growth in satisfied customers. Technology can be a tool which fulfills this aim. The Pirch store stands out from other sellers of kitchen and bathroom appliances in that it allows customers to test equipment in real time. The Adidas store in Amsterdam is constructed in the shape of a box of sneakers to allow customers to immerse themselves fully in the shopping environment.

A strong brand is based on the following key attributes. The combination of products must be developed in accordance with the rules of merchandising. In addition, updating the product range also affects customer footfall. The consumer is constantly looking for new products and features, so it is necessary periodically to rebrand in order to remain relevant to the consumer. Today's consumers are spoiled for choice, and have more power over where and when they wish to make a purchase. Retail brands that do not invest in the creation of an individual image risk losing their credibility and their place in the market. Consumers now expect a personalized