

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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УДК 339

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

experience. There are also significant opportunities to update loyalty card programs, and these have great potential to strengthen the brand.

Strong retail brands that have stood the test of time have been purposefully created on the basis of a strict set of principles. Retail branding in the digital age should be based on a deep understanding of consumer behavior patterns. Many experts believe that a successful branding strategy pays off owing to the consumer's loyalty to the product. Every person has an idol. The participation of an idol in advertising a product subconsciously impels customers to purchase a product. This happens because consumers identify emotionally with a product via their idol. When the person buys this product, they think that they have become nearer to their idol, on whom they model themselves.

Conclusion. In conclusion, retail branding occupies a significant role in the socio-economic system of the market. Effective branding can improve economic performance and develop an undeniable competitive advantage. Retail brands have become not just a matter of product sales, but also an expression of image and identity.

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SAMPLING AS A TOOL OF SALES EFFECTIVENESS INCREASE

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Resume – Sampling is considered as a tool to increase sales efficiency in this article. Particular attention is paid to its advantages and disadvantages, as well as the difficulties that the company may face when conducting this activity. Based on the analysis, it is possible to make a conclusion that the use of this method is appropriate.

Резюме – В данной статье рассматривается сэмплинг как инструмент повышения эффективности продаж. Особое внимание уделяется его преимуществам и недостаткам, а также сложностям, с которыми компания может столкнуться, проводя данную акцию. На основе анализа делается вывод о целесообразности использования данного метода.

Introduction. Modern conditions of organization and business require the use of fundamentally new ways to promote products on the market to ensure the effective operation of the company as a whole. Effective selling of products directly affects the profit. For this reason, it is necessary not only to organize a good product advertising, promotions and offer discounts, but also to reduce commodity losses.

The main ways to improve the efficiency of sales are as follows:

- purchase (upgrade) of equipment, which improves the quality of products;
- improvement of trade technology. In this case, it can be very useful to use sampling. This is quite a useful advertising method that helps to improve the efficiency of sales and can significantly increase their percentage.

The main part. Sampling is a free distribution of testers, samples of goods. Thus, companies give the opportunity to try their product, get acquainted with it for free. People trust more their personal feelings rather than advertising, so the opportunity to try the product for free is a very tempting offer. If a person receives an offer on such terms, then there is a high probability that he will buy this product on the spot. But this is typical mainly for everyday goods.

Sampling helps consumers make a purchase decision. And most often the purchase is made exactly where the presentation and tasting of the goods took place. In addition, some buyers will want to buy this product again. Promotions are most often held in trading halls, where a stand is installed, behind which there are promoters and attract the attention of buyers.

Sampling is increasingly popular all over the world. We can distinguish the following advantages of sampling:

- the possibility of creating a completely new brand of goods on the market;
- attracting attention to your product;
- the desire to introduce the product to consumers;
- sales growth.

Sampling gives a good opportunity to attract and retain regular customers. However, it has certain disadvantages, such as:

- free distribution of products. A lot of products are distributed free of charge.