

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.

REFERENCES

1. Правильный ритейл-брендинг [Электронный документ] / Бренднговое агентство Koloro - Режим доступа: <https://koloro.ua/blog/brending-i-marketing/pravilnyj-ritejl-brending.html>. - Дата доступа: 28.02.2019
2. Эффективный брендинг-секреты и правила [Электронный документ] / The art of visual branding.- Режим доступа: <https://vaspurart.ru/effektivnyij-brending-sekretyi-i-pravila/>.- Дата доступа: 28.02.2019

УДК 338.476

SAMPLING AS A TOOL OF SALES EFFECTIVENESS INCREASE

*Э.В. Мойсеевич, студентка группы 10503317 ФММП БНТУ,
научный руководитель – старший преподаватель Н.П. Буланова*

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.

– the costs spent on the promoters' payment. Often, the goals of the company and promoters are quite different. The company primarily seeks to get regular customers, and the promoter only wants to distribute all products faster.

– the need to calculate the volume of the goods to be distributed otherwise the advertised product may not be on the shelves and it will not be possible to meet the customers' requirements.

– the behavior of the promoter. Excessive enthusiasm or indifference can scare potential buyers.

– the need for a clear understanding of where the target audience is.

Sampling is actively used as a method of sales promotion in Belarus. In particular, the sampling is quite common in the auto retailing as a test drive. In order to conduct test drives, the management of the holding company "Atlant-M" built a special track. And according to the guests of the route, such a spectacular presentation of the car will not leave indifferent the potential client, which ultimately can lead to the purchase. Quite a large number of domestic enterprises are engaged in sampling activities. The most common is tasting food industry. Sampling is one of the easiest ways to promote a product. In our country, there are even special companies engaged in conducting promotions based on sampling.

Conclusion. Thus, it is possible to draw a conclusion that despite the fact that sampling has its own advantages and disadvantages it can become an effective tool for promotion and sales increase, especially in conjunction with a good advertising company. Properly organized sampling will contribute to the growth of sales and brand awareness. However, this method has not yet found proper application in the practice of domestic producers.

REFERENCES

1. Marketch «Сэмплинг» [Электронный ресурс]. – Режим доступа: http://www.marketch.ru/marketing_dictionary/marketing_terms_s/sampling. - Дата доступа: 05.12.2018

2. Ikirov «Что такое сэмплинг?» [Электронный ресурс]. – Режим доступа: <https://www.ikirov.ru/news/16299-cto-takoe-sempling>. - Дата доступа: 12.03.2019

3. Openbusiness «Сэмплинг» [Электронный ресурс]. – Режим доступа: https://www.openbusiness.ru/html_sovet/sampling.htm. - Дата доступа: 15.02.2019

УДК 331.108

HUMAN CAPITAL AS THE GREATEST ASSET

*Т.В. Мороз, студентка группы 10508114, ФММП БНТУ,
научный руководитель – канд.пед.наук, доцент А.И. Сорокина*

Resume – Few companies can now realistically be valued only in terms of their physical assets (factories, buildings, machines, equipment, implements, etc.), and in most business employees are a major influence on whether any profit is made. With computer-based technology competing companies can increasingly copy each other, and that it is people who make a company stand out from the crowd. So the experience, skills, knowledge and commitment of the workforce drive the business. But annual reports still effectively ignore a company's most important asset. How to correct the situation and help companies to understand the value of human capital?

Резюме – В настоящее время немногие компании могут реально оцениваться только с точки зрения их физических активов (заводы, здания, машины, оборудование, инвентарь и т. д.), и поэтому в большинстве предприятий сотрудники оказывают значительное влияние на получение компанией прибыли. Благодаря компьютерным технологиям конкурирующие компании могут все больше копировать друг друга, и именно люди позволяют компании выделиться из толпы. Таким образом, опыт, навыки, знания и приверженность сотрудников направляют бизнес. Но годовые отчеты все еще фактически игнорируют самый важный актив компании. Как исправить ситуацию и помочь компаниям понять всю ценность человеческого капитала?

Introduction. Human capital represents a certain type of wealth. Human capital is people of a company. Human Resources Department is a lever which can help to manage this asset. If a company has such department which functions properly, it will lead to success.

Human capital is a collective stock of knowledge, skills, capabilities, expertise of employees which play an essential role in improving the productivity of the company [6]. Human capital is opposed to physical capital and it is the most important asset because just human capital is active asset of the company.

Human capital plays an important role in the success of the company. Nothing will happen until a person does something to make things happen. The company can have buildings, equipment, but they do not mean anything until a person starts to use them in his activity.

The greatest asset of the company. Company gets human capital hiring employees. It can improve human capital offering trainings, mentoring, moral and material support. Companies should consider each employee as an investment. But unfortunately, today we face managers who think that employees are costs.