

advertising and also in cinema. Still it would be desirable to touch upon a subject of visual impact of neuromarketing. The hugest influence on people appears through sight. Because of it in many companies pay huge attention to the development of design of production, a logo of the company and don't feel sorry on it for means. Today it is very important for successful branding of the organization. It is possible to notice that it is very correct to use bright color for the logo. We can consider an example of such successful companies Lays, Coca Cola, McDonalds. In my opinion, red color in general deserves a separate conversation. It is the most popular and the color drawing attention. The Coca Cola company will be the most striking example. Certainly, at the company very competent marketing, but color plays absolutely not the last value here. Only think if this drink was in a blue or green jar, then it not so strongly would fix our eye to this product.

Impact on sense of smell is one more cunning reception. Such type of influence is called an aromomarketing. Shops of food, restaurants and cafe use aromas which tempt appetite, in beauty shops and day spa smells of freshness, flowers and the sea. Also, it is worth noticing that at such major companies as Zara, H&M, bershka, are used the personal smells, having felt which at the buyer at once there is an association with them.[2]

Conclusion. At the moment relation to neuromarketing is quite ambiguous. On the one hand, we can tell that he helps sellers to improve the production, to draw to it attention of consumers. But on the other, huge corporations have found access to our consciousness and can use it in the purposes for attraction of own benefit.

In the conclusion there is a wish to tell that neuromarketing is given fixed influence not only on scientists long ago, but also on mass media. Its main advantage is that it opens access to information that it is inaccessible for other ways, habitual for us.

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TRADING VIA THE INTERNET

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Resume – This article is about the importance of the Internet in modern entrepreneurship. The competitive advantages of having a website for business are considered. Main characteristics and features that will help to succeed in this area are mentioned.

Резюме – Данная статья посвящена важности интернета в современном предпринимательстве. Рассмотрены конкурентные преимущества наличия веб-сайта для бизнеса, а также его основные характеристики и особенности, которые помогут преуспеть в этой области.

Introduction. Nowadays skillfully made advertising is one of the most important factors in developing your business. And it is obvious that advertising is the engine of progress. Convincing you in buying goods is one of the main tasks of advertising. The Internet is the most popular place for producing advertisements for commercial products or services because people first turn to Google for the information about businesses and products. Also, you have the opportunities to make interesting, colorful and dynamic advertisement, and create something really attractive for potential customers.

"If your business is not on the Internet, then your business will be out of business" (Bill Gates). This quote is absolute truth as now nobody can imagine his life without the Internet. And if you doubt, just look at visitors in any restaurant, shopping mall or public arena and be sure you see countless individuals using the Internet on their phones. That is why any modern businessman, who tries to keep up with the times, is aimed at setting up a website. A lot of businessmen and entrepreneurs have already explored advantages of opening an online shop. They use an online store because it is certainly the most profitable way to sell any product or service. Such resources are gradually replacing physical selling places today, and this is not surprising as selling via the Internet does not require any rental of premises, or hiring a large number of staff, or purchasing various equipment.

Another benefit of a virtual shop or a website is communication of your product consistently. A website can provide hundreds of consumers with your company information all the time. A website can promote your product or service at any given location, place or time. A website is the most loyal employee because it never quits and will always work 24 hours a day, 7 days a week, and 365 days a year. No employee will do that. Thanks to having a user-friendly navigation system and understandable catalog a customer will be able to make a purchase in a few clicks. There are lots of traditional ways to advertise your products or services, but advertising via the Internet is the most effective method, besides it will cost much cheaper. It takes us several minutes to find out

and buy what we were looking for after seeing targeted advertising on the Internet. A really successful and profitable website should possess particular qualities: a utility for customers and information filling in accordance with their requests (for it you should analyze your customer's wants and needs before). Next step is designing a website for mobile devices as nowadays people access the Internet from their mobile phones more than any other gadgets. A site should be able to make users feel such emotion that they want to share with their friends or family. You need innovative ideas to create something worthwhile that will remain in a person's memory for a long time. It is important to realize that the trend of modernity is simplicity and brevity. You should understand clearly the needs of each social group of your potential customers and consider their tastes and wishes. All this is vital in order to meet demands as clearly as possible and give a person exactly what they are looking for at the moment. A buyer is a basis of earnings; it means that the level of customer's satisfaction influences directly businessman's wellbeing. Therefore, it is important to avoid common mistakes in site's operation, because if you are not able to create site correctly a buyer will appeal to a competitor. Things which annoy users include pop-ups, automatically load videos, active and vivid animation on the site, the lack of the search system on the site, the lack of clearly set prices for goods. It is also necessary to avoid difficult forms of registration and navigation. Besides website pages must load quickly as nobody prefers long waiting. Regarding online stores, consider carefully all the conditions and possibilities of delivery. If free shipping is a part of marketing promotion, inform potential buyers as much as possible.

So when a website or an online store is efficient and profitable, it is worth thinking about international trading. Working in a foreign country is always more expensive than promoting business at home. Your company should have a budget in several times higher than for the local market as there will always be additional costs — transaction costs, business trips, translators, additional staff due to the difference in time zones and so on. First of all you should find out as much information as possible — about licensing, certification, guarantees, features of working with non-residents in the country you choose. It is mandatory to translate the site into English. This is a universal language which is understood around the world quite well. Buy a country domain so as the site visually looks familiar. After setting up the site test it on the territory of the country. If everything works fine, you can think about promotion and an advertising campaign. Analyze constantly the activity of users for evaluating the effectiveness. Measure the benefits it brings to make a decision about whether to stay in business or not.

Conclusion. Trading via the Internet is our present and future. Actually creating a website or an online shop is simply, but it is not an easy task to do it well. The best way to found an online business is to set up something special, something that will highlight the products among competitors and make your customers loyal.

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SMALL BUSINESS IN THE ECONOMY ON THE EXAMPLE OF THE REPUBLIC OF BELARUS

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Resume – The article is devoted to the creation and development of small business in the economy of the Republic of Belarus. The drawbacks and advantages of its development, as well as the need for support from the state are revealed.

Резюме – Статья посвящена созданию и развитию малого бизнеса в экономике Республике Беларусь. Выявлены недостатки и преимущества его развития, а так же необходимость поддержки со стороны государства.

Introduction. We list the most important factors that in one degree or another affect the development of small business: the political situation in society; the state of the country's economy; state policy in the field of economics; small business support measures; legal support of small business; tax policy; financial and credit policy; standards of living; civilization of entrepreneurship.

Main part. Small business is organically included in the economic structure, in the competitive environment and in the social division of labor. As the experience of developed countries shows, if in the past small enterprises were created as a result of the desire of individual citizens to open their own business, now the creation of small enterprises is often initiated by large companies that charge them with certain types of production or install close ties with the market. A part of small and average enterprises is included in large industrial complexes through contract and subcontract systems, as well as through franchising. Large companies have become customers of small firms, and the latter their suppliers.

It also acts as the most important subject of innovation, since it is the main condition for the functioning of the innovation economy, as well as the main source of innovation and the producer of new ideas. Specifically,