

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,

the role of small business is appear in the fact that its development contributes to: the creation of new jobs; the introduction of new products and services on the market; to meet the needs of large enterprises; providing the population with specialized goods and services.

The creation of new jobs is the most important factor contributing to the development of small business and the stabilization of the situation in society, since it provides a livelihood for a significant part of the population. Another important side of small enterprises is the introduction of new products and services. The achievements of small businesses in this area have affected the production of electronic watches, helicopters, stainless steel, copiers and much more. Besides to the fact that small businesses introduce new products and provide jobs, they play an important role in the activities of large corporations, selling their products, services and supplies.

From Article 1 of the Law of the Republic of Belarus on Entrepreneurship, it follows that entrepreneurial activity can be carried out in the form of individual worker activity, as well as in various organizational and legal forms of enterprises. The newly established and operating enterprises belong to small enterprises in the Republic of Belarus: in construction and industry with up to 200 employees; in science and scientific services with up to 100 employees; in other areas of the production sector with up to 50 employees; in non-production sectors with up to 25 employees; in retail trade with up to 15 employees. Small businesses can include both individuals and legal entities. According to the forms of business activities discern private, collective, contract. In accordance with the forms of ownership in small business, the following enterprises may operate: state, collective, private, joint, mixed, foreign. Thus, summing up, we can say that entrepreneurship is a special form of economic activity based on an innovative, independent access to the production, supply to the market of goods that bring the entrepreneur income and awareness of their importance as an individual [2].

By supporting small businesses, the state solves the general problems of raising the level of welfare of the population and increasing the percentage of the middle class in the state. Tax revenues from small businesses to a large extent contribute to the replenishment of the budget of the countries with developed economies. Organizations of small businesses for 2018 in the region paid to the budget 391.2 million rubles, individual entrepreneurs 502.2 million rubles. Compared to 2017, revenues in actual prices increased by 10.6% or 37.3 million in actual terms. The share of participation of small businesses in the formation of the regional budget was 10.2%, including individual entrepreneurs 13%. In addition, small business allows you to increase competition, economic initiative and the activity of citizens of the state.

There is a lot of talk about the problems of small business in Belarus, some of them are solved, for example, by measures of the State program for supporting small and average sized businesses in the Republic of Belarus. Most of the failures of small firms are due to a lack of management experience or professional incompetence of owners of small and average sized enterprises. Despite significant shortcomings, there are many advantages of small business development: the formation of a middle class; a growing share of the economically active population, which increases the incomes of citizens and smoothes disproportions in the welfare of various social groups; development and introduction of technological, technical and organisational innovations and etc. [1].

At present, small business pays considerable attention to the Republic of Belarus: appropriate laws have been adopted, state support programs are being developed at the republican and regional levels, business centers and funds have been created, a number of unique economic zones, science and technology parks and innovation centers have been created.

On January 1, 2019, the number of small business organizations was 31.7 thousand payers. Since 2013, the country has been implementing a state program to support small and average sized businesses. The number of jobs created by small and average enterprises, according to economists, will increase to almost two million.

Conclusion. From the above, we conclude that the creation and development of small business is one of the most important tasks facing the countries in transition, including the Republic of Belarus. Small business is important for the economy, as small businesses create a multitude of goods and services and are the basis of a market economy. And no matter how insignificant they seem, their activity increases the GDP. However, the state can influence the pace of development of this sector of the economy, the quality characteristics of the created business entities and the degree of their contribution to regional economic development.

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CONTROLLING AS A TOOL FOR OPTIMIZATION OF ENTERPRISE LOGISTICS SYSTEM

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Resume – Controlling assumes a complex approach towards an enterprise, so as to detect bottlenecks in time, design methods to eliminate them and, in the case of deviations from the planned volumes, to suggest the