ests of the company to make the consumer independently come to the fact that he needs a certain product, a certain brand. It is known that the shortage may be of different types, which means that different goods are needed. The consumer buys the goods - only if he will satisfy the need to the full. Thus, before you offer a product, you need to know which niche needs are most relevant. In this operation, an important role is played by marketing research, which will help either to occupy this niche or create it by you. This pays great attention to marketers, as this is a very important point that many people often miss. Every day, companies have to deal with the fact that there is a good product, but there is no need for it. This situation usually arises as a result of the fact that no marketing research was carried out and it was not determined which product is in demand in the market. As a result, a promising product does not find its customers and the company that produces it is going bankrupt. The leaders of world markets have understood that in modern economic realities, goods in marketing should be considered solely from the perspective of a tool for implementing ideas and meeting needs. Companies that did not understand the essence of the modern economic world in time either went bankrupt or are close to it.

Conclusion. Today the world is dynamic and it is necessary to change together with it in order to occupy a decent position in it. It is necessary to change the idea of what a product in marketing is. Anyone who does not adapt in time is waiting for a bankruptcy and ruin. Past successes will not help to avoid them. The only real way is to invent something new.

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HOW PEOPLE READ

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Resume – This article is about how consumers read and perceive text, and what attract them the most during reading. Also it contains information about how text influence on customer's mind.

Резюме – статья содержит информацию о том, как потребитель читает и воспринимает текст, на что обращает внимание при чтении. А также повествует о том, как текстовая информация влияет на людей.

Introduction. The world offers us a lot of information to get to know every day. Especially if we talk about business. Every item here reports us something. Colorful packages, modern web-pages, advertising leaflets all of them were made to inform customers what decision to make and what good to buy. That's why is so important to every designer to know how people read the text, what is easier to read and what is harder, what emotions people have when they see your offer or good's description. So here is some tips that will help every designer organize text In right way.

Main part. First of all, they say that capital letters are inherently hard to read. But it's a myth. We do actually read uppercase letters faster than capital, because we don't see them as often. Most of what we read is in mixed case, so we're used to it. If you practice more reading text in all capital letters, you'll eventually read that text as fast as you read mixed case. And these days, text in all caps is perceived as "shouting". So save all capital letters for headlines, and when you need to get someone's attention, i.e., before deleting an important file.

Next feature that you should notice is that ways people read and comprehend are different. In 1978 Anderson and Pichert conducted the research. They gave text about the house for two groups of people. But one group was told to read it from house buyer's point of view. And another group must read it from burglar's point of view. The result was that people kept in mind different things after reading. That's why designer should provide simple but attractive headline that will set customers on the right point of view.

Sooner or later every designer faces this choice: What type of font use in work?

According to researches font style influence the way people perceive the information. For example there was research by Hyunjin Song and Norbert Schwarz in 2008. They give two instructions for people. But one of them was in easy-to-read font and another one in decorative font. And people say that it was much harder to make exercises from the second instruction, because they take more time. Of course they were identical.

Reading a screen is much harder for people than reading from paper. Because text in screen is not stable, it is refreshing all the time and emitting light. That's why eyes tired faster than if you read text from paper. So using screen designer should make text bigger and use more contrast with background.

One of the most interesting researches is the one of Mary Dayson in 2004.The aim of this research was to determine what line length is more preferable for people to read. And researches showed that people prefer to read

short lines like columns in newspaper, but long lines they read faster that short even if they feel it different. So if you have article on several pages divide it on columns.

Conclusion. It's only small part of all researches that were made in this sphere. Anyway they show us that good designer have to understand people psychology and features of their body and so on. Cause this knowledge can give him the full image of what people need and opportunity to make this world better.

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УДК 352/354-1

ABC-ANALYSIS OF STAFF MOTIVATION AT ENTERPRISE

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Resume – The article contains the classification of personnel according to the main criteria. The most effective methods of personnel stimulation at enterprise are described in the article.

Резюме – Статья содержит классификацию персонала по основным критериям. Описываются наиболее эффективные методы стимулирования персонала на предприятии.

Introduction. The relevance of the chosen topic is explained by the fact that one of the main reasons for the "survival" of the company in the conditions of modern market relations is effective personnel management. To get one hundred percent return of the company's personnel, it is necessary to use (apply) certain methods of motivation, these methods are individual for each enterprise or organization.

Main part. First, we need to define what motivation is. Motivation is a psychological process that affects a person and allows to get the planned result [1]. Therefore, staff motivation is a process that is directly related to the working conditions and incentives within the company (enterprise or organization) that encourage employees to perform their duties most effectively and efficiently, as well as to achieve the goals and objectives of the company [2].

Basically, organizations motivate staff using the same type of method for all (monetary compensation), but individual approaches should be used to different categories of employees that have the most effective impact on the overall result of the organization [3]. First of all, it is necessary to divide employees into categories according to their degree of productivity and interest in work. Staff can be classified according to their qualification and motivation. Some employees can perform about 60% of the entire work of the organization, this type of employees do not require additional motivation, they themselves show interest in the work, provide the work done on time. In addition, it is necessary to identify employees who do not seek to perform work effectively and on time. It is enough for such workers to have a permanent job. Therefore, it is necessary to apply the most effective motivation to this type of personnel. To do this, classify the staff on the principle of ABC-analysis:

1. Category A – the most productive employees of the company;
2. Category B – working "bees" of the company;
3. Category C – "ballast" of the company.

Employees belonging to category A, bring 25% of the company's success, due to their productivity, they compensate for the laziness of employees of the lower category. Category C affects the company on the contrary, these employees reduce the success of the enterprise by about 15%, reducing the effectiveness of the company, which pulls it to the bottom. Therefore, category B is the middle link between categories A and C.

Based on the above, the following methods can be identified to stimulate specific categories of staff. It should be taken into account that certain methods of motivation for one of the categories may not work for other categories and have a negative effect on the result of the enterprise.

Methods of stimulation of the personnel based on categories:

1. Bonuses on indicators (for example, for category A – 40-50% of wages, for category B – 20-30%, and for category C – 10%);
2. Non-material incentives for employees: support of personal interests; comfortable working conditions (recreation areas, free gym, medical services, massage); gamification;
3. The need for managers to encourage "bees" to move to the highest category;
4. Enable employees to improve their competencies and climb the " career ladder "(e.g. distance learning system);
5. Broadcast the success and benefits of the highest category of employees (for example, a photo of the best employee on the main page or on the honor Board of the organization);
6. Reflection of the shortcomings of workers belonging to the lower category (visualization of wages of workers in category A, B and C);