

It's just a way to create a virtual "showcase" without any investment. Unlike cooking a restaurant dish or making bread, making sweets at home does not require special equipment, and products are kept for several hours or even days.

An important condition is that entrepreneur should be an excellent blogger, because high-quality promotion in social networks - interesting content and beautiful photos - perhaps, it is the most important thing in marketing of such projects.

The range of homemade pastry shops now is not limited to cupcakes and cakes. There are eclairs, macarons, vegan and raw food desserts. Many projects, which typed their audience online, go to the city, firstly selling their products at street food festivals, then delivering them to coffee shops, some open mini-shops and outlets.

The most important obstacle for beginners in this area is a lack of experience and information. Here you can see some of them:

- Customers - it is rather difficult to find "our" customers to make a conditions for word of mouth to work properly.
- Lack of money - associated with improvement of cooking skills (courses, etc.), and with purchase of tools and equipment.

When business reached a new level:

- To find a designer and programmer for the site;
- To search of premises is the most difficult thing. Because the Landlords don't want to cooperate with newcomers: they artificially inflated prices or talk about other offers for them;
- Strict sanitary requirements;
- Staff search (if it is not a family business).

Budget to start

In the press, often meets that the budget "for opening a cafe" in Minsk ranges from \$ 50 to \$ 100 thousand, but according to statistics, it's starts from 10\$ thousand, in that conditions, when you have a team of hardworking enthusiasts who are ready to work at the beginning for a small salary.

There are some tips for those, who want to work in catering.

- Define your target audience. It is important to define who will purchase your product and why. Also define the advantages and disadvantages of your product and research the products of all market players.
- Create a business plan. Calculate all costs and possible profit. think, how much you can produce and how much you can sell.
- You should research the regulatory documentation.
- Build a team. Alone, you probably will not have a success. Also ask an advice from those who, have any experience in this sphere.
- Don't be afraid to make a mistake. You should try and test all ideas to find that one, which will be successful, and which will work.

Conclusion. When a person is engaged in a favorite work, he begins to reveal his potential. Business is the same thing, only you need to try, not to doubt and not be afraid, if you fall, then get up and move on.

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PARTIAL BANK RESERVATION AND ITS CONSEQUENCES

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Summary - Today, commercial banks are trying to maximize profits by all sorts of sophisticated methods. One of these ways, known to usurers centuries ago, is partial reservation. This article deals with the mechanisms of operation of this method, as well as the reasons why, by resorting to this kind of methods, banks risk becoming vulnerable in critical situations.

Резюме - На сегодняшний день коммерческие банки пытаются максимизировать прибыль всевозможными замысловатыми методами. Одним из таких способов, известным ростовщикам ещё много столетий назад, является частичное резервирование. В этой статье рассматриваются механизмы данного метода, а также причины, по которым, прибегая к подобному рода практике, банки рискуют стать уязвимыми в критических ситуациях.

Introduction. One of the main instruments for earning a profit from banks is the partial reservation of deposits. Initially, usurers and money changers made money by charging for storing gold (just like we are booking bank cells today). They realized that receipts can be issued for more gold than was actually in the vault. These receipts could be used as ordinary money. According to the partial reservation, banks leave a small part of the incoming assets in the form of cash or other highly liquid assets - mandatory reserves. The remaining part, significantly exceeding the required reserves, can be spent by the bank in the form of issuing loans, purchasing securities, etc. This money, issued to customers as loans by means of a bank check or an electronic account, subsequently goes to another bank, where one part is reserved in the same way, and the other part is spent on the needs of the bank.

The main part. With such a well-coordinated work of the banking system, the creation of new means of payment is proceeding at a fairly rapid pace. In this case, there is a multiplier effect of expanding deposits of the banking system. Each subsequent bank is obliged by law to turn part of the money received into mandatory reserves, therefore it has a lesser ability to create new money as compared with the previous one. As soon as the last dollar of the initial deposit settles as required reserves, the process of creating new money will end.

Suppose some bank "A" received a deposit in the amount of \$ 1,000. If it is agreed that the reserve ratio is 10% (that is, the bank is obliged to reserve at least 10% of the incoming deposits), the bank "A" is obliged to reserve \$ 100, and the remaining \$ 900 the right to issue in the form of loans. The client takes a loan of \$ 900 for personal needs, and the bank in turn issues this amount for interest. The \$ 900 received by the customer after attaching the goods ultimately ends up in Bank "B". Bank "B" reserves \$ 90, and the remaining \$ 810 is also given to borrowers. As a result, the initial \$ 1,000 swells to \$ 10,000.

Table 1 - the multiplication effect with a reserve rate of 10%

Bank	Deposit amount (\$)	Loan amount (\$)	Reservation (\$)
A	1000	900	100
B	900	810	90
C	810	731	81
D	729	656.1	72.9
E	656.1	590.49	65.61
	590.49		
	Total deposit (\$)	Total loan (\$)	Total reservation (\$)
	4685.59 → 10000.0	3685.59 → 9000.0	409.51 → 1000.00

Reference: Риски частичного банковского резервирования [1].

The most commonly used mechanism for measuring the increase in the money supply is the bank multiplier. It calculates the maximum amount of money that can be created from the initial deposit for a given amount of reserve. If you express mathematically, you can determine the maximum possible expansion of the monetary base:

$$m = \frac{1}{R},$$

where m is the bank multiplier, R is the reserve ratio expressed in fractions. Suppose R is equal to 10%, then, to put it in fractions, $R = \frac{1}{10}$. From here you can get $m = \frac{1}{\frac{1}{10}} = 10$.

Knowing the initial capital N , you can get the maximum attainable amount of income S at the reserve ratio R . $S = Nm$ [2].

Banks are highly vulnerable to phenomena that at the household level are called "raids" of depositors to banks. As a result, massive bankruptcies of credit organizations occur, and then waves of crises spread to other sectors. This is because the banks keep in stock, as it has already been mentioned, a much smaller amount than the depositors initially contributed. Therefore, the simultaneous collection of funds by investors is not possible. To prevent the simultaneous collection of funds, in their contracts, banks declare a limited issuance of invested funds that are stored in the form of an electronic account.

Conclusion. That is why today banks are struggling to ensure that customers use credit plastic cards of their bank. The success of the partial backup method also depends on the currency drain ratio. In other words, from the willingness of citizens to keep money in the bank. If at the same time a large number of depositors refuse to invest their savings in the bank, it can turn into big losses for the latter. As a result, it should be said that, despite some risks of this method, the majority of banks today resort precisely to partial reservation as a means of generating income. This system is actively used in the conditions of informatization and digitalization, has every reason to continue its development.

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NON-MATERIAL MOTIVATION

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Summary - Despite the fact that in today's world we often hear about new technologies, scientific-technical progress, a human remains the main capital that can help companies to achieve incredible heights. There are thousands of employees under the control of senior management in large companies. To manage employees is one thing, but to organize their work effectively is difficult enough. After all, human enthusiasm eventually will exhaust, and that is why employees should clearly understand their significance, should see career prospects, should know that brilliant ideas will be appreciated. Therefore, it is very important for a company to develop a system of motivation that will properly regulate employees' actions, directing them only to increase their work capacity.

Резюме - Несмотря на то, что в современном мире мы очень часто слышим о новых технологиях, научно-техническом прогрессе, человек остаётся главным капиталом, который может помочь компании достичь невероятных высот. В крупных компаниях трудятся тысячи сотрудников под управлением высшего руководства. Иметь в управлении работников – дело одно, а вот организовать их работу эффективно – задача не из простых. Ведь человеческий энтузиазм со временем исчерпывает себя, а работник должен чётко осознавать свою значимость, должен видеть перспективы карьерного роста, должен знать, что гениальные идеи будут оценены по заслугам. Поэтому для компании очень важно разработать систему мотивации, которая будет должным образом регулировать действия сотрудников, направляя их только на повышение своей трудоспособности.

Introduction. In today's world almost every second person wants to open his own business, which will bring a constant and high income, sufficient for a carefree and beautiful life. To build your own business is a first step, but to make it successful is not an easy task. Many people begin with individual business, in which the most important thing is to motivate yourself right, to find the certain purpose to which a businessman will strive with great zeal. With a further successful development of business it can be needed to hire additional employees that will execute certain functions under the supervision of the authorities. The question of motivation remains the same, but to choose an effective and sure way of it becomes more and more difficult.

Private companies are one sphere of doing business, but we have a lot of state-owned enterprises in Belarus, including industry, which don't give sufficient attention to staff motivation. Of course, the task of staff motivation in an industrial enterprise is not simple, because usually it has a lot of employees; each of them has his own responsibilities, characters, opinions about production, which complicate the process of creating an ideal and suitable system of motivation to all employees. But what way of motivation is more effective to use?

The main part. Traditionally motivation is divided into material and non-material [1]. Many scientists can say with certainty that material motivation is the most effective. In fact, most people work with the aim to earn money to provide a normal standard of living. Currently, however, it is proved that money doesn't always encourage persons to work harder. It is interesting to note that, for example, such a measure of motivation as salary increase will be valid only for three months. And the wage fund of the enterprise is not dimensionless. In this case, it is important to remember that there are many other ways of motivation with help of which managers can show employees their importance and value. It is necessary to search these methods, as they are a solution to such global production problem as an increase of employees' work motivation. Without worker's purposefulness it is hardly possible to achieve a real quality improvement of products, increasing the efficiency of production and the industry on the whole based on rational use of financial, material and human resources. A good leader always has a couple of options for non-material motivation of employees, which will help to save money on monetary encouraging [2].

Of course, the creation of non-material motivation system is a complicated process that requires knowledge of all features of company's strategy, working conditions and some knowledge of psychology, because individual quality of employees will be affected, this will help identify their intrinsic motivation to work. Let's try to develop an algorithm for non-material motivation. But before describing it is important to note that each manager can create his own algorithm, which, in his opinion, will be the most appropriate in the particular circumstances of the company [3].

The algorithm can be the following (Figure 1):