

To calculate these indicators, the discount factor is applied. At the same time cash flow discounting is carried out from the moment of investment.

One of the main characteristics of the project efficiency is Net Present Value (NPV). It is the accumulated discounted inflow for the accounting period. NPV serves to save investment resources, which is ensured by an increased rate of growth of assets for a project compared to the rate of growth of assets at the level of the barrier rate. However, this indicator has a drawback: if projects with different capital intensity or different in scale, then its application is inexpedient.

Profitability index (PI) - shows the absolute value of net income. The index must be positive, otherwise the investment project cannot be regarded as effective. The indicator is used to determine the liquidity of business assets and the allowable share of the loan, depending on the attractiveness of the project. If the value of the index is high, then it does not always correspond to the large numerical value of the net present value. In addition, if the project has a large NPV value, then it is characterized by a small value of the profitability index. If you apply these methods separately and make a decision using only one method, then the conclusion may be erroneous [1]. Using this method it becomes difficult to predict the discount rate.

Payback Period method - one of the most common indicators, determines the period from the beginning of the investment activity of the project, for which the aggregate investment made in the project will be returned at the expense of net profit. By applying this method, it is worthwhile to accept the project with a shorter payback period. The possibility of obtaining a fairly rapid assessment of the results of calculations in the event of a shortage of resources, this method provides. In addition, the method is quite simple to calculate. Annual revenues are calculated sequentially from the amount of investment to solve the ratio. The year in which the difference will be zero is the desired static period of return on investment.

The International Rate of Return - describes the most acceptable rate of costs that may arise after the project. The project IRR is equal to the discount rate at which the benefits are equal to the costs, i.e.  $NPV = 0$ . Profit for the project is not obtained immediately. The application of this method in practice can be difficult, since its calculation involves the use of a financial calculator. This indicator can be used when deciding on the possible implementation of the project. Often, the IRR and NPV indicators may have different conclusions in the implementation of the same project [2].

Therefore, in order to economically determine the effectiveness of an investment project, it is advisable to apply a targeted approach. These indicators reduce the formation of risks and develop measures to eliminate them. Using all methods for evaluating the effectiveness of investment projects, it is possible to determine inaccuracies and uncertainties in the calculations and intermediate data. The methods are effective, but their calculations can be difficult in the absence of a financial calculator. However, using these methods it can be said about the project whether it is cost-effective.

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УДК 339.138

#### VISUAL ADVERTISING: HOW TO CATCH EYES

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*Summary - This article covers the topic of visual marketing which implies a relation of object, the context and its image. It is also unites such disciplines as economy, visual perception laws and cognitive psychology. The main task of article is to analyze how to communicate with clients through the screen and centralize the object of advertising in the diversity of visual content.*

*Резюме – Данная статья рассматривает тему визуального маркетинга, который подразумевает соотношение объекта, контекста и его имиджа. Он также объединяет такие дисциплины, как экономика, законы зрительного восприятия и когнитивную психологию. Главная задача статьи – проанализировать, как общаться с клиентами посредством экрана и централизовать объект рекламы в многообразии визуального контента.*

**Introduction.** Nowadays visual marketing plays a key role in product's promotion. Smart world rushing and people have no time to look for complicated descriptions. A phrase: «Came, saw, took» gained its relevance. According to surveys, visual advertising will grow to an annual spend over \$335 billion by 2020. 60.8% of companies consider using of visual content as an absolutely necessity. 77% of companies stated that about 70% of the content were visuals. That is why producers pay most of its attention to marketing aspect.

**Main part.** To understand more about trends of visual content, below the most popular types of visual marketing are described.

Today live video used as an effective strategy. It effectively helps entrepreneurs to widen attention span. It also boosts sales, build clients audience, and make a brand smarter in competitive world.

Moreover, companies are making more video billboards to give clients a more media rich communication besides their smartphone. It gets people to notice a message and should make people get out of their routine. It is a job of designers, that income of campaign depends on. For example, one of the popular strategy is to use stories to make an emotional impact.

Large percentage of ads is based in social media. It remains one of the most platform for advertising. This powerful system allows companies with limited resources to reach the target audience.

The perspective trend nowadays is online influencers. Businesses are collaborate with powerful consumers who have its voice and introduce it to target clients. Influencers make posts in Instagram or Facebook with product reviews and demonstrate online testing. This sharing with customers is an effective way to spread the information and convince them to buy.

Additional types of visual marketing are used:

- Memes and Gif files are pop-culture visuals which contain humorous meaning.
- Data Visualizations: its a complex of data sets.
- Infographics: type of combining data and graphic design elements, using visual formats like posters or flyers .
- Stock Photos: photographs from platforms such as Unsplash and Shutterstock.

**Conclusion.** Based on research, it's obvious that the majority of entrepreneurs understand the meaning of visual marketing and widely use it. The world of marketing offers plenty of new strategies and ideas ready to take over the world in the future. It allows businesses to expand the audience throughout the globe.

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УДК 339

#### THE NEED TO USE MARKETING IN LARGE PRODUCTION COMPANIES OF THE REPUBLIC OF BELARUS. CURRENT SITUATION

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*Summary - a successful company cannot function without an established marketing system. The article discusses the principle of marketing action, marketing problems in large enterprises. successful sales are supported by the use of new ways to attract consumers.*

*Резюме - успешная компания не может функционировать без налаженной системы маркетинга. В статье рассматривается принцип действия маркетинга, проблемы маркетинга на крупных предприятиях, где успешные продажи обеспечиваются новыми способами привлечения покупателей.*

**Introduction.** The history of marketing in the Belarusian economy begins its countdown in 1880-1917. But as a holistic system, marketing began to emerge with Gorbachev's innovations in 1985-1986. It was the emergence of competing companies that became the impetus for the successful development of marketing in the future. From 1987 to 2001, marketing went through 4 stages of development, and only then it became possible to talk about the impact of marketing strategies on the country's economy.

**Main part.** The country produces both goods for industrial purposes (machinery and equipment, raw materials) and consumer goods, which in theory should determine the interest of enterprises in the development of the customer base. But Belarus is characterized by an economy aimed not at consumers, but at production, that is the reason why stocks are growing.

A brief look at the principle of marketing.