

With the help of marketing strategies, the company analyzes various aspects of the market with which it operates, develops tactics of behavior in the market. Today, a company can succeed only if it hears its customers. The more people are satisfied with the product of the company, the more the efficiency of the company will increase.

One of the innovations of marketing is franchising. The essence of this business is that the company produces goods under the brand name of any other large enterprise using technology, techniques, receiving in return part of the profits.

All above-mentioned statements make it clear that without the use of marketing strategies, a company will not be able to function fully.

Now consider the problems of marketing in large enterprises of Belarus:

1. Lack of full-fledged marketing services at the enterprises. In general, the services do not perform the work of their profile, so, for example, the marketing department can transfer the responsibilities of the logistics center or the functions of the sales and financial planning service.

2. Most of the enterprises are engaged in direct marketing, they advertise their product through the media, which covers only a part of the hypothetical consumers.

3. Many domestic manufacturers reduce the promotion of products only to the creation of a website and do not move beyond the placement of information on thematic industry portals, without using search engine optimization (practically do not use the potential of Internet marketing).

Conclusion. According to Philip Kotler, "marketing management is the analysis, planning, implementation and control of activities designed to establish, strengthen and maintain profitable exchanges with target buyers in order to achieve certain goals of the organization." From this definition, it can be concluded that marketing management is directly related to demand management, and it is the link in supporting relations with consumers. And in order for the company to remain competitive, a capable Manager needs knowledge in many areas of marketing.

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THE FORMS AND SYSTEMS OF SALARY IN REPUBLIC OF BELARUS

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Summary – In this article the main forms and systems of salary in Belarus are described. The author explains the way salary is calculated and accrued to employees in the right way and also mentions in which regulatory legal acts you may find the information about these methods of employees' remuneration.

Резюме – В этой статье описаны основные виды и формы заработных плат в Беларуси. Автор объясняет способ вычисления и увеличения зарплаты работников, а также упоминает, в каких законодательных актах вы можете найти информацию о методах вознаграждения работников.

Introduction. Salary is a such financial reward that employer has to pay to employee in result of work that already is done. Salary has several functions. So, such payment for the work do regulation, stimulation and re-production employee's labor. In the Labor Code of the Republic of Belarus in the article 63 is signed that all payments (including compensatory and stimulating) should be determined directly by employer. They depend on the factors like, for example, an experience of employee, qualification but they don't have any limits in both directions. These payments could be changed and it is depending on terms of employment and contract of employment. But for higher efficiency they are often depend on professional success of the certain employee.

Main part. Today's world has two most popular systems of the salary: tariff and tariff-free systems. Tariff system is officially supported by the law of the Republic of Belarus. It includes two parts: rate (or tariff) and over tariff parts of payment.

Tariff implies fixed amount of money which is paid to employee when he or she does job responsibilities. This sum is independent of employee's effort. The important part in tariff is a tariff charge. It shows the degree of difficulty of employee's work.

Over tariff parts of payment (or bonuses) is a sum of specific payments like, for example, payment for harm of working environment, hospital payments, vacation payments, 13rd salary and others). This part of payment is important to stimulate and motivate employees to better results of work.

Nationwide classifier of the Republic of Belarus, which named «Professions and posts of employees», is approved by an order of Belstandart of the Republic of Belarus dated 30 December 1996 № 234 has two main

forms of employee's payments: time-based and piece-work payments. There are more different forms in practice. But in the majority of cases there are only two factors, which have an influence on salary: hours worked and the quantity of produced units.

Time-based payment is in direct ratio to worked hours or other units of time (shifts or days). This way of payment is the best for the cases when there is no possibility to accurately assess the result of the work but in time indicators or there is no possibility to improve the effectiveness due to employee's efforts.

This way of payment is not targeted in motivation or promotion of employees. So, employers often do the others (for example, stimulating or others) payments, which directly depend on employee's or collective's efforts and result of working. In this way interest of employee increases and he or she trying hard for better result.

But here is one more motivation – negative motivation. It can be showed like fines, compensations or intangible punishments (rebuke and others).

So, in time-based form of payment we have two main systems of salary (simple and premium).

Piece-work payment is the best for the cases when the result is really important and depend on the employees' efforts and it is possible to estimate this effort. This way is more effective to reflect employee's contribution to the main result of the product or service. But there is no guarantee of stability of the payment and salary because it depends only on the result of working.

In this way the employer has the certain piece-work rates that depend on quality or volume of work. Calculation of the final amount is carried out by multiplying tariff rate for this type of work and production rate.

In the result we can pick out five systems of piece-work payments: direct, premium, indirect, progressive and chord system.

In direct form of piece-work payment we should multiply certain piece-work rates and the volume of work. If the forms of work are different then the result is the sum of them.

In premium form of piece-work payment the sum of the salary is not only certain piece-work rates but also additional sum of bonus, which is depend on the employer and the company.

Indirect form of piece-work payment directly depends on the indirect piece-work rates. These rates are useful for the auxiliary workers. In this system the payment directly depends on the effectiveness of the employees.

In the progressive form of piece-work payment the sum is certain for the limited (by company) volume of work and if the employee does more than this limit, he or she gets the difference in overpriced rates. And this overpriced rate is often directly depending on the degree of volume of overwork.

Chord form of piece-work payment I useful for fixed volume of work and not for the certain parts or operations. The labor of employees is encouraged in case of reduction of deadlines of work or project. So, it helps to speed up the production and save the quality of goods or services.

Today the companies try to leave the tariff system of payment. And there are some explanations of it:

– Like is already been said the payment that does not depend of the effort and result of the employee or collective is not good for motivate the employees and at the end in the best case give the company a stagnation of effectiveness and economy of company;

– Fixed tariff does not lead to the implementation and over implementation of the norm and plan of company, because employees know that they will have the same salary anyway.

Conclusion. In the conclusion I have told about the main forms and systems of salary in Republic of Belarus. The salary has a bid influence on a employees' motivation and, like a result, on a success of company. So nowadays it is a important step to choose the best system and form for your company.

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MVP. MINIMUM VIABLE PRODUCT. MARVEL VIVID PATTERN

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Resume – This article covers the key steps of MVP creation and compares the process of a product development to Avengers movies sense and sequence.

Резюме – В данной статье описан процесс создания MVP (продукта, который представляет собой набор ключевых функций, которые в дальнейшем могут быть постоянно дорабатываться и обновляться для получения наилучшего результата), а также сравнение процесса создания MVP с процессом становления кинематографической вселенной Marvel.