

sary to maximize profits. For example, a grocery store sells milk and bread. The profit from these products is not much, but on the way to get this vital product, the buyer will definitely buy something else, such as cake, alcohol, in General, something that will allow us to make a profit. Here, the main thing is to attract attention with a cheap product, and in return sell something high-quality and expensive.

5. Adapting to market innovations. The market is constantly in motion. New technologies open up new opportunities and replace outdated ones. Habits, desires, religion, geographical location-you need to take everything into account to increase sales and maximize profits. Among all the above factors, it is necessary to increase the most important thing in business – trust. At the very beginning, customers don't know anything about the product, they don't know the company. It is necessary to win their trust and show that the product has advantages over other similar products on the market [2].

Conclusion. Thus, at the very beginning of creating a business, you need to consider the following: the product must be of high quality in order to win the trust of potential consumers. And later, using easily accessible marketing moves, attracts even more customers to the product.

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THE NEED TO USE MARKETING IN LARGE PRODUCTION COMPANIES OF THE REPUBLIC OF BELARUS

***В.А. Кулик**, студент группы 10503317 ФММП БНТУ
научные руководители – старшие преподаватели **Н.А. Киселёва**,
Н.И. Шумская*

Summary – This article discusses the history and principle of marketing at Belarusian enterprises. Particular attention is paid to marketing problems at large enterprises in Belarus. Recommendation for preventing these problems are highlighted.

Резюме – В данной статье рассмотрена история возникновения и принцип действий маркетинга на предприятиях Беларуси. Особое внимание уделено проблемам маркетинга на крупных предприятиях Беларуси. Выделены рекомендации по предотвращению данных проблем.

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. 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, which is why stocks are growing.

Main part. Let us have a look at the principle of marketing. 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 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 of the above it makes clear that without the use of marketing strategies, the company will not be able to fully function. Now we will 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, i. e. advertise your product through the media, which covers only 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).

4. Not developed such tools of management of marketing activity as a temporary staff and outstaffing, outsourcing, and crowdsourcing.

“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.

Conclusion. Based on all the above, we can conclude that role of marketing in large enterprises in Belarus is very important, since marketing explores

and gives an understanding of the direction in which the enterprise should move. We also consider the problems of marketing at large enterprises that have not been solved at that moment.

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DOING BUSINESS IN MODERN WORLD ECONOMY

*В.С. Лазаренко, студент группы 10502117, ФММП БНТУ,
научный руководитель – преподаватель Е.Н. Лазарева*

Резюме – Статья посвящена одному из способов ведения бизнеса, такому как онлайн бизнес. Найдены преимущества этого бизнеса и причины его быстрого развития и актуальности. Проанализировано почему этот бизнес является бизнесом будущего и почему он будет очень популярным.

Resume – This article is devoted to one of the ways of doing business, such as online business. The advantages of this business and the reasons for its rapid development and relevance are found. Also, this article analyzes why this is the business of the future and why it will be very popular.

Introduction. Doing business seems to be a simple and easy thing but actually in our fast-moving world, in particular, technologies and innovations are developed so speedily that your successful business today isn't your successful business tomorrow. For instance, as we see, due to the pandemic situation in our world, many small businesses forced to go bankrupt, specially some bars, restaurants, hotels and so on. It is caused by the measures which are accepted by the governments of the majority countries such as quarantine and fines for its violation. On account of this quarantine many people who are necessitated to stay without their jobs by going on vacation at their own expense. And what should these people do? It is okay, when these people have their own so-called "own expense" and if not? It all comes down to the fact that doing business online is gaining momentum and becoming very relevant.

Main part. In the era of a progressive digital economy, many internet platforms which can make a profit day after day, and if you look into the distant future (maybe not distant) whether we want it or not, scientists will make artificial