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## STRATEGIES FOR ENTERING THE GLOBAL MARKET

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*Резюме – В статье рассматриваются причины, по которым компании должны стремиться выйти на международный рынок: условия успешного основания и ведения бизнеса; особое внимание уделяется разработке действенных маркетинговых концепций и поиску надежных партнеров.*

*Resume – The article describes the reasons why companies should strive to enter the international market; in addition, there are conditions for successful business establishment and management; special attention paid to the development of effective marketing concepts and the search for reliable partners.*

**Introduction.** In the context of the globalization of the modern economy, an increasing number of companies are seeking to develop foreign markets, thereby asserting a leading position in their industry. Entering the international arena allows you to attract new customers, reduce the risk of losses, increase the competitiveness of the enterprise and increase its capitalization.

**Main part.** Prerequisites for entering the foreign market. Entering foreign markets is an important strategic decision. Its adoption influenced by a number of reasons, including: the desire to increase profits and ensure business growth in an oversupplied domestic market with similar products; striving to increase competitiveness through key competencies (know-how, unique technologies, customer relationship systems, etc.); ability to minimize the risk of losses in a crisis due to the presence of the company in foreign markets. As a result, the level of business capitalization and its stability in relation to external factors (actions of competitors, legislative measures, etc.) increases [1].

The decision to set up a business in another country preceded by an analysis of the current situation and prospects of the company's development, which are expressed in the following questions:

**Time.** The question concerns not only the desire to get ahead of competitors or become their follower, but also the real capabilities of the company, the availability of favorable conditions for the development of new economic territories.

**Scale.** Depending on the available resources, the scale of the exit is determined: an aggressive strategy of mass capture or a gradual expansion of the market presence.

Market. The most attractive market segments for the company are determined (in accordance with costs, risks, and prospects for expansion). Thus, the company lays the Foundation for determining the desired exit strategy and developing specific marketing activities to achieve its business goals [2].

The choice of the expansion method influenced by the size of the investment, the degree of management control over the process, and the market service. There are three main groups of strategies, which allow the company to develop new areas:

1) Export activity is production of a product on the main market and its delivery for sale to other countries:

– direct export is direct contracts are concluded with foreign intermediaries, the manufacturing company undertakes actions to find partners, prepare documentation, certify, etc.;

– indirect export is in the domestic market, a contract is concluded with an intermediary who is responsible for selling the product to the foreign market and has its own network of dealers;

– joint export is direct deliveries are established by joining forces with other enterprises (with insufficient production scale or limited resources).

Export often plays role of an «intelligence» tool for business, allowing it to «feel» viability of a product in a new market and the interest of consumer.

2) Mediation is establishing interaction with a trading partner firm in the foreign market while sharing responsibility and control:

– Licensing is transfer of a foreign company the rights to use the technology, patent etc. Moreover, licensing is a low level of costs for organization and control, the ability to set your own strict conditions for conducting business. Disadvantages are difficulties in implementing control, loss of uniqueness [2].

– Franchising is transfer to an intermediary of the franchise – the right to conduct business under its own brand. The difference from licensing is that it imposes more stringent requirements on the intermediary, its dependence on the parent organization, and its limited scope of application.

– Contract production is setting up production on the territory of another country while maintaining the functions of marketing, distribution, etc. for the parent company. The advantage of this method is that it retains the most important management functions, low costs for establishing production, and no problems with adapting the cost of goods to market conditions. Disadvantages are difficulties in finding competent partners and transferring high-tech production, the risk of borrowing intellectual resources (technologies, etc.).

– Joint venture is creation of companies with common revenues, responsibilities and risks by several enterprises. Advantages are mastering new technologies and knowledge, bypassing entry barriers in a highly competitive market. Disadvantages are high costs and the risk of conflict situations with partners.

3) Hierarchical business structure is creating your own company in a foreign market as a branch or independent enterprise:

– Creating a business from scratch is expanding the company by building a new production facility. Advantages – minimal risks while maintaining maximum control. Disadvantages are high financial and time costs.

– Acquisition of control over a foreign company through the purchase of a controlling stake or merge. There is less competition, obtaining a certain market share. The disadvantage is the dependence on the professionalism of specialists and the need for comprehensive knowledge in the field of legal restrictions.

A possible criterion for classifying strategies is the type and level of management risk: the risk of losing control over knowledge and core functions (production, marketing, etc.), as well as the conflict of interests and strategies between the parent and multinational companies [3].

**Conclusion.** In spite of the chosen strategy, the company's entry into the international market preceded by detailed research, the development of effective marketing concepts and the search for reliable partners. These steps can play a crucial role in the success of your business in the new environment.

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#### INNOVATIVE CARBON-CARBON COMPOSITE MATERIALS

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*Резюме – В статье рассматриваются инновационные углерод-углеродные композиционные материалы. Из них изготавливают нанотрубки, графены и фуллерены, которые имеют колоссальное влияние на науку и технику.*

*Resume – The article introduces innovative carbon-carbon composite materials. Nanotubes, graphenes and fullerenes are made from them, which have a tremendous impact on science and technology.*

**Introduction.** Even in ancient times, charcoal (carbon) was used for melting metals. Around the same time, people were aware of two allotropic modifications of carbon, namely diamond and graphite. Carbon, like no other currently known element, has a unique spectrum of sometimes conflicting properties: die-