

Instagram is one of the most promising ways of promoting goods, services, knowledge via the Internet. This is due to the ease of doing business. The users of a particular social network spend a significant part of their free time surfing the Internet and processing a large amount of different information. The main goal is to attract consumers to your product. The situation is complicated by a large number of competitors on this information platform. Therefore, it is necessary to observe the trends in the network and by all means become interesting for every consumer.

Main part. It should be mentioned that Instagram has recently been changed significantly. It happens due to new advertising opportunities and changing the audience. This information platform displays excellent sales results. However, the success of sales lies in the ability of using all the existing features of Instagram and in adapting in changing conditions.

First of all, it is important to create original content on your account. The content should not only correspond to the chosen type of business, but also be interesting for the consumers. Nowadays an interactive content is popular: video and animation, unusual presentation and humor. However, you need to invent a unique concept for the profile and stick to this concept throughout the existence of the profile. Next, you need to associate the content with a particular goods or service. It can be in the form of posts about the features of a product, service, creation history, production technology, service features. Reviews also attract customers` attention.

Targeted advertising is one of the most effective ways of promoting goods and services. Targeted advertising is a special type of advertising strategy that is aimed specifically at people who are potentially interested in a particular product or service. The purpose of this type of advertising is to identify groups of potential subscribers by promoting upcoming events and seminars. Instagram also links to Facebook, which contains information about user activities. This helps in accurately selecting customers within specified advertising parameters. Advertising then appears in the users` streams among posts from accounts that interest them. Publications that are promoted through targeted advertising are displayed as “advertising.” In addition, they have different action buttons (“go”, “more” and others), which are configured individually for each promo post.

Creating masks on Instagram is another effective way of promoting goods and service. Subscribers of the account use the mask so that their friends can see it and in the future they also begin to use it. Distribution of the mask leads to increased coverage on the seller`s page. For example, masks are ideal for cosmetic brands, because they create the opportunity to test cosmetics virtually. Profiles can promote masks via bloggers to attract a large number of subscribers.

Marathons are becoming more popular on Instagram. Social network users want to participate in such marathons for the purpose of training and self-development. The essence of the marathon is the achievement of tasks specially designed for a certain period of time. Mandatory attributes of a marathon are an interesting task, development of skills and prizes. Preparation consists of identifying the audience, creating a banner, drawing up a plan of tasks. Creating marathons is suitable not only for accounts that provide services, but also for the sale of goods. For example, a clothing store account launches a style change marathon. Thus, the profile attracts new subscribers to your account and increases its expertise.

It is important to study competitors` activities no matter which way of promoting will be selected. After analyzing their activities you can assess their strengths and weaknesses. Using relevant information pertaining to them you can improve headings for posts, advertising materials and price policy.

Conclusion. In conclusion, I should mention that the success of promoting on Instagram depends on a combination of different ways of promoting: an interesting content, a targeted advertising and various marathons. Only in this case, promoting will be effective. Also, I should emphasise that the future of Internet marketing on Instagram must incorporate the digitalization of advertising media. Improving promotion systems in step with emerging trends should be a strategic goal.

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EXTERNAL AND INTERNAL ENVIRONMENT OF THE ORGANIZATION

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Summary - The environment of the organization is a combination of business entities, their relationships, infrastructure links and the conditions of their activities. The study of the environment is an extremely important process for any organization, because it can have a direct impact on various areas of the organization and its behavior in general.

Резюме - Среда функционирования предприятия представляет собой совокупность субъектов хозяйствования, их взаимодействий, инфраструктурных звеньев и условий их деятельности. Изучение среды является

неотъемлемым условием функционирования любого предприятия, так как среда способна оказывать непосредственное влияние на различные сферы деятельности предприятия и его поведение в целом.

Introduction. Each organization is located and operates in a specific environment. Any action of the organization is possible only if the environment allows it. The internal environment of the organization is represented by sources that enable the organization to exist and function normally. However, in cases where the internal environment is not able to provide the necessary functioning of the organization, it can become a source of its troubles and lead to collapse.

The organization constantly interacts with the external environment in order to ensure the possibility of survival. The external environment of the organization is represented by sources that form and maintain its internal potential at the proper level. But other organizations that are in the same environment can also claim environmental resources. It is necessary to take into account the fact that these resources are not unlimited; therefore there is always a threat that one day the organization will not be able to receive them. As in the case of the internal environment, this can lead the organization to many negative consequences or even to its collapse.

This topic is very relevant, because in the modern world, the functioning environment of an organization is characterized by a high degree of complexity and uncertainty. The organization's ability to adapt to changes in the external environment is the key to its success and an essential condition for existence.

Main part. The environment of functioning of the organization is usually divided into *external* and *internal*, depending on whether it is possible to control factors that affect the organization.

The external environment of the organization is a set of really existing processes that directly or indirectly affect the organization's activities, as well as the level of risk and uncertainty in management decisions.

The main properties of the external environment include:

- *Volume* - the number of elements entering the external environment (7 elements - large volume, from 4 to 6 - medium, up to 4 elements - small);
- *Dynamism* - update rate of environmental parameters;
- *Uncertainty* - incompleteness of information about the state of the external environment;
- *Complexity* - labor costs for processing the required number of elements of the external environment. This property is the most important, because it determines the organizational structure of the enterprise.

The main factors of the external environment are usually divided into the following groups:

- *economic factors* (interest rate, exchange rates, general state of the economy, stage of the economic cycle, etc.);
- *political and legal factors* (tax legislation, alignment of political forces, etc.);
- *social and cultural factors* (social values, consumer stereotypes, economic initiative of the population, etc.);
- *scientific and technical factors* (technological development of the organization, venture activity, updating the assortment, etc.);
- *environmental factors* (ecological situation in the country, excess of emission limits for fouling and fines for them, etc.).

The external environment is characterized by a large number of connections between its elements. These connections are divided into *horizontal* and *vertical*.

Horizontal connections ensure the constancy of production and sales of products; show the degree of interaction between manufacturers and suppliers of resources, customers, competitors and partners.

Vertical connections appear from the moment of state registration. This is due to the fact that all business entities must carry out their activities in accordance with applicable law.

The external environment affects the formation of the organization's strategy, and specifically on how the organization should behave in the long term in order to ensure its sustainable existence in a competitive environment with other organizations. After determining a specific development strategy for the organization, it is necessary to determine how this strategy will be implemented.

The internal environment of the organization is a set of internal factors that affect the manageability of the organization and allow characterizing the situation inside it.

The main factors of the internal environment include:

- system of organization of sales management in the organization;
- characteristics of the organization's employees (education, experience, values, interests) and its movement;
- the effectiveness of the economic activity of the organization;
- financial condition of the organization.

Analysis of the internal environment of the organization allows us to evaluate its internal resources and capabilities. By identifying the strengths and weaknesses of the organization, management has the opportunity to increase its competitiveness and prevent various kinds of problems. Similarly, as in the case of the external environment, the main goal here is to ensure a stable position of the organization in the long term.

SWOT analysis is one of the most common methods for studying the internal and external environment of an organization. It involves an analysis of the strengths and weaknesses of the organization, as well as a determination of its capabilities and potential threats. To ensure the survival of the organization in the long term, its management must be able

to predict the prospects for the development of the organization, as well as determine the possible difficulties that it may face in the future.

Conclusion. Analysis of the internal and external environment of the organization's functioning is an extremely important process for the development and implementation of the organization's behavior strategy. At the same time, this is a very complicated procedure, which requires constant monitoring of the processes occurring in the environment, assessment of factors, establishing a connection between them and the strengths and weaknesses of the organization, as well as opportunities and threats from the external environment. If you don't know what is happening in the external environment and if you don't develop the internal one, your organization's competitiveness will begin to decline very quickly, and in the worst case, this may lead to its liquidation.

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MARKETING IN TOURISM SPHERE

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Summary - The most important activity of firms, tourism, promotion of tourism products on the market, advertising and implementation of the prepared tour package. Currently, the media, special publications, brochures are literally crowded with a variety of tourist all right to bring to potential client actions. This task is feasible if the management of the company has knowledge in marketing and advertising department. Advertising, as the main means of promoting a tourist product, is not cheap and not always effective. Using marketing technology will allow rational use of tourism resources, including money, to promote and implement tours and will help in choosing the most effective promotion methods for each travel product.

Introduction. Tourism in its basic characteristics has no fundamental differences from other forms of economic activity. Therefore, all substantive provisions of modern marketing can be also applied in tourism.

At the same time, tourism has its own specifics that distinguish it not only from trade but also from other forms of services trade. Here there is a trade, like services and goods (according to experts, the share of services in tourism makes 75%, goods – 25%), and the special character of consumption of tourist services and goods in their areas of production, moreover, in a certain situation (No. 5; 20).

The main part. Travel product, along with common specific characteristics of services have their own special and distinctive features:

1. It is a complex of goods and services characterized by a complex system of relationships between the various components.

2. The demand for tourist services is extremely elastic with respect to income and prices, but largely depends on political and social conditions.

3. The consumer usually cannot see the tourism products prior to consumption, and the consumption in most cases is carried out directly at the place of production of tourist services.

4. The consumer overcomes the distance that separates it from the product and place of consumption, and never Vice versa.

5. The tourism product depends on variables such as space and time, it is characterized by fluctuations in demand.

6. Tourist product is created by efforts of many enterprises, each of which has its own methods of work, specific requirements and various commercial goals.

7. Cannot be achieved a high quality of tourist services in the presence of even minor defects, because a service of tourists consists of the most detail and small parts.

8. On the quality of tourism services is influenced by external factors that force majeure nature (natural conditions, weather, politics, tourism, international events, etc.).

The world tourism organization (WTO) distinguishes three main functions of marketing in tourism: establish contacts with clients; development; control. Establishing contacts with customers aims to convince them that the alleged resting place and existing services, attractions and expected benefits fully correspond to what I wish to obtain the clients themselves.

The demand in tourism. From the point of view of demand it is possible to allocate three types of tourism: domestic, inbound and outbound. Categories of tourism include international and national tourism as well as tourism within a