

drink. This led to an outflow of customers from Coca-Cola and a 14% increase in sales of its closest competitor, PepsiCo.

Spending resources on rebranding, companies strive to carry it out successfully and avoid risks. A successful rebranding is the right combination between old and new. This process requires a high degree of responsibility and involvement. Risks can be avoided only with careful attention to detail of managers.

The first stage is a comprehensive study of the current situation: analysis of the internal and external situation, identification of weaknesses and strengths. This stage includes determination of the expediency of the changes and the strategy to be followed.

At the next stage, the analyzed data is used to rethink the external and internal attributes of the brand, create new brand elements that should be clear and reliable for the client [2]. It is necessary to test new elements through a series of focus groups or in-depth interviews with representatives of the target audience.

The third stage is to convey the new essence of the brand to employees, to convince them that changes are necessary, justified and appropriate. Employees communicate with customers and are the company's link to the outside world, and the company's reputation largely depends on them.

And the last stage is the implementation and active communication, intended to convey the changes to all audience.

Conclusion. In addition to a creative approach, detailed immersion in the history of the brand, respect for traditions and attentive attitude to the audience, it is necessary to take into account the risks of rebranding. Although rebranding can be a complex process, in case of success the result pays off the effort, if everything is done correctly.

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METHOD OF PROMOTION NEW BUSINESS IN THE MODERN WORLD

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Резюме - эта статья расскажет о том, как в нынешнем мире обстоят дела у молодых бизнесменов и каким образом на них научились зарабатывать третьи лица.

Resume - this article will tell you how young businessmen are doing in the current world and how third parties have learned to earn money from them.

Introduction. In modern society, the problem of fierce competition between novice businessmen is quite relevant both in the countries that are part of the CIS, and in the countries of Western Europe and America. And if there is a problem, then its solution is not long in coming. Besides, since that it is fashionable to get profit from it.

Main part. Today, young businessmen have a logical question: "How to open a successful business without experience in the field and make a perfectly developed plan?"

The answer to this question was found a few years ago by third parties. Agencies that independently organize a business plan based on the experience of working with similar business projects. Naturally, they are consulting with their customers. How exactly he or she would like to see his or her business, what to focus on, what ideas that should be implemented and what it is not possible to organize. The preferences and desires of a particular businessman will create the uniqueness of the business project, and the agency is already directly responsible for the success. For example, a hypothetical agency "Golden Century", that works in the field of public catering and deals with coffee shops, eateries and restaurants, will independently find suppliers of products, furniture, premises and etc. It saves the businessman from carefully thinking through the business plan with the conclusion of contracts with suppliers and landlords, hiring staff and thinking through all possible nuances. All contracts will pass through an intermediary, the agency will be a link, it is profitable for three parties at once, suppliers get customers, the businessman needs the products in the shortest possible time with the guarantee of quality, and the agency has its own interest of profit from each.

Somehow it sounds too good, everyone makes a profit and everyone is happy. But, despite the fact that everyone really makes a profit, it could belong entirely to the entrepreneur and the supplier, without this third link between them. That is the reason that young entrepreneurs are afraid to go down this road, because the less they do on their own for the success of their business, the less their profit will be. This is offset by a high chance of success, but human greed is often stronger than rational thinking, which is inherent only in experienced business sharks. In addition to the banal desire to earn more and get 100% of your profit, there is a problem of reputation. In the media sphere, there exists understanding of "someone's project" and it is bad for the image of the business. Everyone will think that it is done only for the sake of money and in this hypothetical coffee shop "there is no soul" or "the spirit of its creator". Naturally, any business is opened for the purpose of making a profit, but the path that a businessman goes through with his ups and downs and forms this "spirit", it means a lot to customers.

Conclusion. Summing up the current strategy of young entrepreneurs, we can conclude that they find ways to break through and open their own business, even in the face of such fierce competition. Modern problems have given rise to modern solutions. As soon as there is a problem, there are those who can solve it. It is impossible to make an unambiguous conclusion, it is good or bad. But this proves only one thing – competition spoils progress.

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THE FUTURE OF GASTRONOMY TOURISM IN THE REPUBLIC OF BELARUS

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Резюме – в данной статье оцениваются перспективы развития гастрономического туризма в Беларуси, а также предложены комбинаций гастрономического туризма с другими технологиями для расширения предлагаемых услуг и привлечения клиентов.

Resume – the article assesses the perspectives of the development of gastronomy tourism in Belarus, also here are suggested some combinations of gastronomy tourism with other techniques for the diversification of the services offered and attraction of clients.

Introduction. Tourism industry is to attract visitors successfully and to offer them various services to meet their needs and to persuade them to consume more product. Public catering is an integral part of the tourist trade as it covers a vital need, but it is becoming a specialty in some tourist destinations.

Main part. Futurologists consider the new generation will become the drivers for turning the industrial economy into emotion economy [4]. When travelling, people try to find some new emotions, unusual impressions, so-called “national tint”. Tourist agencies offer travelling in historical steam powered trains, accommodation in bungalows and, of course, they invite to cafes and restaurants with national cuisine.

Gastronomy tourism has been being developed in our country for more than a decade and a lot of various gastronomy fests are held every year in different parts of the country [1, 2, 3, 5]. Thanks to the reasonable diversity of the dishes of the national cuisine it can distinguish the most perspective directions for tourist traffic and can help to develop the new product in tourism industry.

There is not tourism product that can be developed separately from other services. Gastronomy tourism can be enriched with other facilities (accommodation, transportation) and techniques (story-telling, historical overviews, nostalgic tourism) that help to attract visitors.

First of all, it is necessary to speak about accommodation. Monitoring of the tourist flows shows that gastronomy tourists are often ready to live in rather modest dwellings and to spend bigger sums on feeding [4]. In Belarus there is a