

PRICING POLICY OF HOUSING CONSTRUCTION IN BELARUS AND RUSSIA

Ценовая политика строительства жилья в Беларуси и России

The pricing policy for housing construction in Belarus and Russia may vary depending on various factors, such as the economic situation, supply and demand in the real estate market, government regulations, etc. However, some general trends can be identified.

Let's start with Belarus. The first important trend is government regulation. In Belarus, the state is actively involved in housing construction and sets prices for some categories of housing.

The most important factor or trend is the provision of benefits. As part of state policy in Belarus, various benefits and subsidies are provided for young families, veterans and other categories of citizens when purchasing or constructing housing. We also cannot forget about financing. Housing construction in Belarus is financed by both government and commercial organizations. Banks offer various loan programs for purchasing a home.

Let's move now to Russia. Let's start with the commercial market. In Russia, most housing construction is carried out by private developers, which affects prices. The cost of housing depends on location, infrastructure, class and other factors.

Another important factor is the mortgage. The mortgage lending system is popular in Russia, which allows citizens to purchase housing on loan terms with low interest rates.

And the last factor is government programs. As part of government policy in Russia, various support programs and benefits are also provided for young families, veterans and other categories of citizens when purchasing housing.

I would also like to compare prices per square meter in Belarus and Russia.

The first table will contain data per square meter in economy class apartments.

Economy class

Number of rooms	Belarus	Russia
1	1990BYN / 605USD / 58745RUB	3985BYN / 1212USD / 2200117 638RUB
2	2586BYN / 786USD / 76 339RUB	5053BYN / 1537USD / 149 166RUB
3	3707BYN / 1127USD / 109496RUB	6202BYN / 1790USD / 183038RUB

The second table will contain apartments in integrated residential new buildings.

Exclusive

Number of rooms	Belarus	Russia
1	3095BYN / 941USD / 91365RUB	5 555BYN / 1690USD / 163986RUB
2	3520BYN / 1070USD / 707103RUB	7 330BYN / 2230USD / 216384RUB
3	4200BYN / 1 277USD / 1123985RUB	9 907BYN / 3014USD / 292458RUB

In general, housing prices in Belarus may be more stable and regulated, while in Russia they may be more subject to market fluctuations. However, specific prices and conditions for housing construction may change over time and require more detailed study.

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MARKETING AND SALES

Маркетинг и продажи

The main aim of this article is to discuss marketing moves, effective moves to sales increase and attract customers.

Marketing is an ability to sell a product with benefits for business and the target audience. For this purpose, various slogans and posters are invented to make it easier to attract buyers. Sales and marketing are interconnected and one cannot exist without the other.

Every day we see different marketing activities. These can be various promotions in stores, as well as price tags of other colors that indicate discounts on products. A marketing move is any action taken by a marketer aimed at attracting a buyer.

It is worth considering some factors to ensure that sales marketing moves are most effective: features of your product; needs of the target audience; certain activities of the company.

Attracting a client is one of the important goals in marketing. There are various marketing approaches for this, since each buyer has different interests.