

RETAIL BUSINESS DEVELOPMENT IN THE CONTEXT OF DIGITALIZATION ON THE EXAMPLE OF BELARUSIAN “MALANKA”

Digitalization is currently progressing with the speed of light all over the world. It is increasingly dominating our lives these days. It is gathering pace at breakneck speed in various fields. Our country is also facing global business trends in the economy. We would like to explore the trend of the stores without staff, one of which appeared in Minsk in September 2023.

The overall aim of the research is to give an overview of the company which made progress within the digitalization trend, to discover how this staffless store works, and to study the advantages and disadvantages of staffless stores on the example of “MALANKA”.

“MALANKA”, which is powered by BELARUSNEFT, is known for their fast charging stations for electric cars all over Belarus. It has established 267 EFS (Electric Filling Stations) throughout Belarus and 168 in Minsk. Furthermore, it is capable of servicing up to 9,000 electric vehicles. Their modern Mode 4 charging stations are equipped with in-demand connectors. They also support beginners in the field of business with the help of advertising banners. An advertising banner will be placed at selected locations, customers of the charging network and passers-by will definitely notice the advertising message on the LCD monitor [1]. Not so long ago they set up the first staffless store in Belarus. This shop was powered with the help of BELORUSNEFT. This organization is a modern international energy company implementing projects for the development of oil and gas resources not only in Belarus, but also in countries near and far abroad in partnership with the largest energy corporations in the world. Moreover, BELORUSNEFT is one of the biggest socially responsible employers in the Republic of Belarus [2].

Hence, the concept of the Malanka store is similar to the one introduced by Amazon in 2018. Customers download the retailer’s application to their mobile phones to gain access to the store. It is convenient to download this application by scanning the QR code from the terminal located at the entrance. In the application, the buyer needs to type the details of the bank card from which money will be debited for purchases. It also generates the barcode required to access the store when passing through the turnstile. In the sales area, the customer selects the necessary goods, which is recorded by the video cameras and the weight sensors. All selected products are added to the ‘shopping cart’ of the mobile application. The last step is to pay for your purchases, which actively demonstrates that the required amount is debited from the bank card automatically and an electronic receipt appears [3].

The variety of goods is considerable: cheeses, yoghurts, sausages, milk, juices, drinks, sweets, bread and even paper napkins. You can also make a cup of coffee or tea, the particular reason for this is that there is also a coffee machine.

Let us discover some advantages and disadvantages of the store without staff on the example of the Malanka project to examine the possibility of its further development in the Republic of Belarus. The first advantage, and, to our judgement, the most significant one, is that this kind of shopping is considerably faster than the traditional one. There are no queues and crowds of people. You have an opportunity to buy things at your own pace, not being harried by other people. Secondly, the payment process is far more convenient. All the operations are made by the programme, so you do not need to find the necessary credit card or use cash. It is worthy of notice that it is another step to the digitalization our finances, which will help us to get rid of cash at all. It can make all our financial transactions easier. However, there are disadvantages. It is definitely not a benefit that we let robots and machines rule our lives, replace us, which might lead to higher unemployment rates. The next disadvantage is that this kind of shopping is not available for everyone. For instance, it will be really difficult and seemingly impossible to understand and master this mode of buying for some representatives of the older generation. Therefore, there are two sides to everything, but, in our humble opinion, this staffless store trend will foster undeniable progress and give rise to other new inventions in this field.

To recapitulate, it can be admitted that everything can be a blessing or a curse depending on the way we use it. However, what cannot be denied is the importance and ingenuity of the idea of staffless stores. Its contribution to the development of the modern retail business is unquestionable. It will undoubtedly solidify the foundation for the further exploration of the digitalization of the retail sphere.

REFERENCES:

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BUSINESS IDEAS FOR DOMESTIC TOURISM

The aim of this paper is to provide ideas for domestic tourism that have gained popularity in other countries but are not yet popular in Belarus.

Domestic tourism, sometimes also called domestic recreation or in-country tourism, is travel and recreation organized within the borders of a particular country.

These days, more and more factors are contributing to the development of domestic tourism. Firstly, the pandemic of COVID-19 had shown that at any moment countries can