

Blois, Villandry, Azay-le-Rideau, celui de Versaille et celui d'If ainsi que leurs particularités touristiques, de même que les fameux châteaux et palais du Bélarus: ceux de Mir, Nesvij, Lida, Golchany, Kossovo, Novogroudok, Lubcha, Roujany.

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## **«SAVUSHKIN PRODUCT»: RIGHT STRATEGY LEADS TO SUCCESS**

## **«САВУШКИН ПРОДУКТ»: ПРАВИЛЬНАЯ СТРАТЕГИЯ ВЕДЕТ К УСПЕХУ**

Дается краткая история возникновения и развития компании «Савушкин продукт»; приводятся ключевые элементы стратегии, реализуемой предприятием. Подчеркивается значение выбора верной стратегии для белорусских фирм и предприятий, решивших выйти на международный рынок.

Strategy — not operational effectiveness — distinguishes winners from losers. In fact, strategy is more important than ever, particularly for organizations that want to differentiate themselves from others. Strategy is difficult. It is about making tough choices and trade-offs and deliberately choosing a different route. In contrast, operational effectiveness means doing things you need to do.

The history of Brest Dairy Plant dates back to the first half of the last century. After reunification of the western and eastern parts of Belarus in 1939, Brest Dairy Plant processed 7 tons of milk per shift. In 1976 plant already processed 560 tons of milk per day. In 1994 State Company «Brest Dairy Plant» was transformed into a public joint-stock company, and 11 years later it was renamed into PJSC «Savushkin Product». At that time, the company launched a large-scale reconstruction of its product facilities and the company's ambitious strategic goals took shape, namely, to become Belarus' leading dairy producer. In 2005 one of the loss-making agricultural companies from the Malorita region was incorporated into Savushkin product. Today the «Savushkino» private unitary company put in operation the first phase of the cutting-edge facility.

Nowadays OJSC «Savushkin product» is the one of the most well-known dairy product manufacturers in the Republic of Belarus. It processes 2,000 tons of milk per day. The company's turnover has been rapidly growing by 15 million dollars a year since 2004. It accounts for 15 % of the domestic dairy market, employs the same equipment as the world's leading dairy producers and upgrades it as often as required. The company is second to none in the variety of dairy products it makes. These achievements are the result of the united efforts of the company's personnel headed by Director General Alexander Savchits.

The company's products are well-known to the Russian buyer and are also exported to Kazakhstan, Armenia, Azerbaijan, the Ukraine and Moldova. In 2008 «Savushkin product» cottage cheese accounted for 10 % of the Moscow and St. Petersburg cheese market.

The company was the first in Belarus to introduce and certify its quality and safety system in line with HACCP. «Savushkin product» was one of the first Belarusian producers to receive ISO standards. In January 2009, PJSC «Savushkin Product» certified its manufacturing and storage safety management system of dried dairy products for compliance with STB ISO 22000—2006. It allows the company to control the quality of products at all the stages of the production process and exchanging information online. Today the company hopes to get Organic Foods label for the whole of its product range. This will help «Savushkin product» secure a foothold on both domestic and foreign food markets.

Together with its partner, a well-known joint venture «Santa Bremor», «Savushkin Product» is mulling over a promising project to construct a frozen fruit and berry facility. This move will help reduce the dependency on foreign suppliers. Besides almost all berries and fruits, apart from tropical ones of course, can be cultivated in Belarus. Another project is yoghurt production. The company is going to become Belarus' leading producer of yoghurts, and after obtaining the EU certification — a major yoghurt exporter to Western Europe.

It is largely the right strategy that enabled «Savushkin product» to achieve this success. As the confirmation of this fact is the company's growing turnover and flourishing export activity. This company as well as its strategy can serve as a good example for other organizations that are going to conquer foreign markets. It proves that it is possible for everyone to follow this company's experience and achieve the results not worse than those of «Savushkin product».

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## **LEXICAL-SEMANTIC AND SYNTACTIC PECULIARITIES OF RESUMES**

### **ЛЕКСИЧЕСКИЕ И СЕМАНТИКО-СИНТАКСИЧЕСКИЕ ОСОБЕННОСТИ РЕЗЮМЕ**

Во время мирового экономического кризиса все больше людей сталкивается с проблемой поиска новой работы. Оказывается, основой успешного получения работы является грамотно и четко составленное резюме, которое будет выгодно подчеркивать ваши способности, умения, опыт и квалификацию. Мы провели небольшое исследование самых успешных, на наш взгляд, резюме с целью выявления определенных лексических и семантико-синтаксических особенностей, которые помогут выделить ваше резюме среди прочих.