

Public pharmacies are subordinate to the Ministry of Public Health and, consequently, they observe the same rules and have the same structure. In other words, they are standard and the state-owned pharmacy № 80 is a typical one. That's why the results of the research can be applied to every public pharmacy. As to private pharmacies, not only the chain of the "Belvelisden" company have been examined, but also other chains, such as, for example "The Health Planet". They have the same principles of location, working hours, range of goods, individuality and the unity of logo-image. The results of the analysis showed that the approaches to work of all private pharmacies are practically the same.

I have compared two types of pharmacies and proved that the factors which affect consumer's behavior really work. Status position, income and prices, location, design and logo-image are taken into account while choosing the pharmacy. I have also proved that mainly commercial pharmacies use the factors which influence consumers' behavior and, consequently, meet customers' needs properly. So, I can say for sure that private pharmacies are more preferable than state-owned ones.

***Е.В. Шепило***

УО БГЭУ (Минск)

## HOW SOCIAL NETWORKS AND RESEARCH SYSTEMS MAKE GOOD MONEY

Life without Internet would be impossible for our generation. We wouldn't have access to the vital information for our work and study, news or social networks. Most people can't go an hour without on-line gaming, shopping, just surfing or checking their e-mail or Facebook. And we all are rational enough to know that "There's no such thing as a free lunch". The question - who pays for our on-line entertaining - remains.

Perhaps the world's biggest social networking website, Facebook.com is free to register and free to use – but there must be some way the owner makes money. Everyone wants to know how Facebook gives away free accounts and makes money. There are 3 answers to that question.

The first answer is advertisements or brand advertising, which makes up 35.4% of the whole revenue of the company.

Secondly, one of the most important methods of generating revenue is through the different applications which sell through the Facebook platform. Take 'Farmville' for example – a game launched on Facebook which allows users to maintain their virtual farm and brings Facebook 63% of the whole revenue.

The third way to make money is to offer users an opportunity of sending a virtual gift, which constitutes 1.6% of the whole Facebook's revenue.

But the company's future is pretty risky because many people dislike the use of private information. Facebook creates the pages of interests and composes lists of fans. It's offered to users as an opportunity to make new friends, but in reality an ordinary human is not going to look through the list of Facebook's millions fans. It's far too large. Only data miners and targeted advertisers have the time and inclination to research that deeply. In this way Facebook attracts new clients –but does not help its users to make friends.

Nevertheless the question remains if people really mind.

According to a small research, which I've conducted in my academic group, around 60% of my group mates have no objections against Facebook's policy. Another 14% will change their opinion providing they are paid a share. With such results Facebook definitely has all chances to be soon listed at the Stock Exchange.

Facebook is clearly not alone who makes money on people's interests. Google is another non-tangible producing company. Google suffers no risks of bad marketing research, unsuccessful product, wrong advertising campaign or production cost. They sell something that doesn't really exist. They really sell traffic. They get paid for sending traffic to other websites. At the same time everything you use from them is free. However, in 2009 the revenue of the company "Google" reached \$23.65 billion. Here is the way how it works. Each time you click on one of those links, Google charges a certain amount of money of the website for the click. The price advertisers' pay for a click depends on a lot of factors and this is where Google plays smart. They use some sort of bidding system. When you want to advertise via Google, you select

keywords you are targeting. The more companies are fighting for a keyword, the more the company is going to pay for a single click to its website.

Currently Google will be jumping in the cell phone industry, so they can make a bit of money from all the web traffic that next generation cell phones are going to drive in the next couple of years.

Time changes both our routine and our priorities. Companies are quick to grasp these changes, and the quickest earn the most.

*П.Ю. Шканцов*

УО БГЭУ (МИНСК)

## LOGISTICS OUTSOURCING AS A MEANS OF ENHANCING BUSINESS EFFICIENCY

In a rapidly growing business environment the problem of managing an efficient supply chain becomes a question of the highest priority. But not all companies are capable to succeed in this peculiar sphere of activities. Successful supply chain management requires highly-trained staff, substantial amounts of capital and financial expenditures, sufficient and relevant experience and expertise and other resources which often turn out to be unaffordable for many companies. So, there's no wonder that the provision of wise solutions and a skillful approach to the supply chain management are now becoming an independent sphere of business.

In the Western world the process of outsourcing logistics services to the third-party firms began in the 1970's when the companies started to pay more and more attention to the effectiveness of their logistics procedures. Moreover, with the amounts of global trade, transportation and warehousing increasing in geometric sequence handling all these procedures became a challenging task for many companies.

The solution was found in outsourcing logistics services to the specialized firms, which in their turn also began to extend the range of their activities, starting from particular spheres such as transportation and warehousing to combining them all in a well-coordinated system of services.