

## **ESSENTIALS FOR A COMMERCIAL ORGANISATION TO OPERATE SUCCESSFULLY ON THE MARKET СОСТАВЛЯЮЩИЕ УСПЕШНОЙ ДЕЯТЕЛЬНОСТИ РОЗНИЧНОЙ ТОРГОВОЙ ОРГАНИЗАЦИИ**

В настоящее время каждый магазин стремится выделиться среди своих конкурентов, обладать индивидуальностью и как можно более приятной для посетителей атмосферой, стимулирующей импульсивный спрос покупателей. Интерьер является составной частью фирменного стиля магазина, который в условиях конкурентной борьбы выделяет торговую организацию из массы ей подобных, наделяет ее особыми характеристиками и помогает эффективно позиционировать данную организацию в сознании клиентов. Для того чтобы эффективно функционировать в условиях рыночной экономики, каждой торговой организации необходим свой собственный фирменный стиль.

In order to arrange, design and decorate the trade-hall of a shop effectively one should follow not just the technological requirements, which are compulsory for the layout, but also the recommendations, which have been set up by the most successful and experienced commercial organizations:

- shop layout should provide the customers with an easy and simple way of buying products, the freedom of movement across the trade-hall, rational accommodation of the goods, and should also stimulate impulsive purchases;
- visual emphasis on the highway by setting marks or bright POS-materials;
- observance of the concept of the commodity neighbourhood, the concept of completeness of range of goods and the principle of a constancy.

After the research of the trading organization "Supermarket Zaslavl" (the floor space is 793,1 m<sup>2</sup>, 124 employees working on average) it has been concluded, that the given organization generally corresponds to all the requirements claimed to the organizations of such a type in our Republic, but the following drawbacks are evident due to a more detailed approach:

- ill-considered range of products presented in the supermarket
- absence of a special staff room;
- absence of car park;
- replacement of the old signboard is required;
- high deterioration of decorations, poor light in the manufactured goods department and unfriendly color background in the shop;
- insufficient information about the shop itself and actions held in it;
- absence of supermarket's own brand advertising;
- additional information signs in the food department are required;

– implementation of the means of navigation and information in the department of manufactured goods is required.

In order to solve these and other problems the following measures should be taken:

– significant improvement of light and color background by introducing bright colors which will motivate impulsive demand;

– introduction of the illumination of certain food departments according to their specific features;

– increase in both the quantity and quality of the information signs and means of navigation in the shop, etc.

Thus, this piece of work touches upon the best ways to improve efficacy and profitability of running any enterprise in food industry.

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## **ENLARGEMENT OF THE EUROPEAN UNION** **РАСШИРЕНИЕ ЕВРОСОЮЗА**

Европейский союз является политическим и экономическим союзом уже 27 государств. Процесс европейской интеграции динамичен и будет продолжаться довольно долго. За всю историю данного образования произошло 5 расширений, а самое значительное — 1 мая 2004 г., когда присоединилось 10 государств. Чтобы стать полноправным членом Евросоюза, государство должно удовлетворять так называемым Копенгагенским критериям. В настоящее время переговоры по поводу вступления в Европейский союз ведут такие страны, как Македония, Хорватия, Турция, а потенциальными кандидатами могут стать Албания, Сербия, Хорватия, Босния и Герцеговина.

А какие шансы у Беларуси, Украины, Грузии или даже России?

The **European Union (EU)** is union of 27 states. It was established in 1992 by the Maastricht Treaty, and is the de facto successor to the six-member European Economic Community founded in 1957. Since then new accessions have raised its number of member states, and competences have expanded. The EU is the current stage of a continuing open-ended process of European integration. The EU is one of the largest economic and political entities in the world, with 493 million people and a combined nominal GDP of 11.5 (\$14.2) trillion in 2006. The Union is a single market with a common trade policy, a common agricultural and regional policy.

There have been five enlargements, with the largest occurring on May 1, 2004, when 10 states joined, and the most recent on January 1, 2007 when Bulgaria and Romania joined. In order to join the European Union, a