

THE ROLE OF FERTILIZERS: PRODUCTION IN BELARUS AS THE KEY FACTOR OF ECONOMIC GROWTH

Mineral fertilizers are one of the main richness of Belarus. Its subsoil contains large reserves of potash salts. Industrial stocks of Starobitansky and Petrokovsky fields make 6,7 billion t., and looking ahead there are over 80 billion.

In Belarus the production of mineral fertilizers started in 1965. In world production of all mineral fertilizers 16% are the share of Belarus. A large amount of fertilizers, especially potash, is exported.

The economic crisis in agriculture caused sharp reduction in annual application of fertilizers. However it was stabilized and started to grow in recent years as a result of the measures accepted by the government.

Thus, **the object of the research** is mineral fertilizers. **The subject of this research** is the role of mineral fertilizers' production in Belarus as well as foreign countries. **The main aim** of the following research is to analyze the contribution of fertilizers' production to the economic growth of the Republic of Belarus. To reach the main aim **the following tasks** should be performed: to study different types of mineral fertilizers of foreign and domestic production, to adapt our findings for the development of new types of fertilizers in Belarus.

The main producers of mineral fertilizers are the Grodno production association «Azot», the Gomel chemical plant and «Belaruskaly» production association.

«Belaruskaly» is the third on volume of potash production and the second for export in the world.

Grodno «Azot» is one of the largest producers of a caprolactam and nitric fertilizers in Europe. "Azot" is the only enterprise in Belarus that produces caprolactam.

«Gomel chemical plant» is called superphosphate plant, for its main production are superphosphate fertilizers. Gomel chemical plant's share in the Belarussian market of phosphoric fertilizers makes more than 90 %.

Produced fertilizers go both to our own production, and for export. And the most part nevertheless is exported. However in production and application of fertilizers special attention should be turned on priority use of the most effective types and forms of fertilizers. Nitric, for example, provide payback of all expenses with profitability of 111-178 %. Phosphoric fertilizers promote formation of a big crop of all crops. However their cost is high. Potash fertilizers are quite profitable under all cultures, except for separate fields with very high contents of it in the soil.

When speaking about the most effective forms of fertilizers, it's necessary to mention that nowadays developed countries give more and more attention to production of complex fertilizers. Their application is economically feasible, first of all it is connected with energy saving since the application of complex forms lowers

costs of transportation, storage and introduction of nutritious elements as well as the payback of capital investments.

The Republic of Belarus exports different forms and types of fertilizers. The problem is that foreign countries buy them with smaller enthusiasm at present. They have no desire to overpay for the separately exported nitric fertilizers from Grodno, phosphoric from Gomel, and potash from Soligorsk, as it is much better to get at once a complex of fertilizers.

The idea of this research is to develop the branch specialized in the production of the complex fertilizers in Belarus. The Republic has enough resources to evolve this manufacture. To lower the costs of the transportation of raw materials special factories and plants can be placed, if it is possible, nearby Soligorsk or Grodno. The development of this branch will be profitable for Belarus, not only from the point of view of export, but also for the agriculture of the Republic. From my point of view, all expenses will completely pay back themselves within several years and Belarus can increase its share in the world production of mineral fertilizers.

To conclude, you can easily observe that the elaboration of complex fertilizers' manufacture in Belarus is economically defensible. The natural resources of our republic are rich enough to compete with foreign rivals in the world market. Belarus has real chances to become a leading country in the world market of fertilizers.

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WEG IN DIE SELBSTÄNDIGKEIT: BELARUSSISCHE UND DEUTSCHE ERFAHRUNG IN DER E-COMMERCE FÜHRUNG

Etwas einiges zu haben, für sich selbst zu arbeiten, das möchten viele Leute. Wenn aber Leute sich dazu entscheiden, treffen sie am Anfang verschiedene Schwierigkeiten.

Das Ziel unserer Forschung ist die Aufdeckung der wirtschaftlichen Situation der Selbständiger im Online-Geschäftsführungsbereich.

Das formulierte Ziel bedingt die Aufgabenstellung:

- Vergleich der Situation der Online-Geschäftsführung und des Online-Einzelhandels auf dem Online-Markt in Deutschland und Belarus.
- die Ausarbeitung praktischer Ratschläge für belarussische Selbständiger im Online-Geschäftsführungsbereich.

Als praktisches Material wurden thematische Texte aus den Massenmedien sowie Angaben der GfK (Gesellschaft für Konsumforschung) und aus Internet-Quellen [<http://www.statistik-portal.de/Statistik-Portal>] benutzt.

Der neue Unternehmer steht bei der Gründung bzw. bei der Übernahme einer Unternehmung vor vielen wichtigen Entscheidungen. Dabei ist ihm oftmals nicht bewusst, welche Problemkreise auf ihn zukommen und welche möglichen Lösungsansätze ihm zur Verfügung stehen. Es gibt neun Erfolgsfaktoren, welche auch die Wirtschaftszeitung Cash in ihrem Dossier «Start für Ihr eigenes Unternehmen» formuliert hat: