

**EFFECTS OF NEW BORN INDUSTRIAL TOOL
MANUFACTURER ENTRANTS TO THE MARKET
ON THE GLOBAL SALES OF THE COMPETITORS**

**ВЛИЯНИЕ НОВЫХ ИГРОКОВ НА РЫНКЕ
ПРОИЗВОДИТЕЛЕЙ ПРОМЫШЛЕННОГО
ОБОРУДОВАНИЯ НА ГЛОБАЛЬНЫЕ ПРОДАЖИ
КОНКУРЕНТОВ**

Влияние новых игроков на существующих участников рынка принято считать угрозой для бизнеса. Однако данная угроза может рассматриваться и как новая возможность. На примере рынка производителей промышленного оборудования прослежены основные факторы и механизмы влияния новых игроков на стимулирование существующих участников рынка к интернационализации деятельности своих компаний.

In accordance to Porter's 5 forces theory, the new entrants to the market are viewed as a threat for the current players. The aim of this research is to study this threat from a global perspective and explore the possibility of turning it into a challenge which will lead the manufacturers to step ahead and increase their sales by entering new markets and selling even more in the presence of the new competitors.

The starting point of the study is a new idea of the current main manufacturers to be turned into a business plan and later on into a real business forming a system and organizational structure to become mature enough to start their exports to outer markets rather than limit themselves to the local ones.

The entrance of industrial manufacturers into an empty market of any specific country is not only a threat but also an opportunity for all other connected industries, the needful customers. The customers get access to the products and outputs of this new industry at a lower price and with higher quality available, the first-comer companies get the advantage of entering the market before other competitors in the same field of industry.

In order for any successful leaders in the market to keep the pace with their competitors, it is a must to have longer and further vision, to have the future estimated and calculated. Each Business as well as each economy has its own cycles and seasons. Recognizing the peaks and troughs of other companies can help to have the support of competitors prepared for troughs and turn a competitor into a helpful ally in the market.

Tool manufacturing leaders can easily manage to have studies over the local markets and their available potential markets to enter in inter-

national sphere. It's a need to make sure strategically from management, financial and operational point of view that they are well prepared and planned.

One of the plans will be to study current newborn and old competitors. The following parameters need to be well studied and recorded: the age of the company, the range of products, their capacity of production, their core competences, the aim of their business; quality class variation of their production.

The approach here is that a partnership can have a bigger market covered. But the manufacturers need to be prepared legally to have their rights and shares well defined to craft a sustainable cooperation.

There are points about newborn competitors, which surely need to be specially taken into account:

- they are inexperienced in manufacturing especially in bigger scales,
- they still have to create an order processing system to have efficient assured deals,
- they have some weaknesses, which kept them smaller or incapable of growing.

Newborn competitors from all around the globe will be great partners in international growth of old systematic well-organized brainstormed empires through cooperation, well compensating, precise consideration of the legal aspects of the cooperation and finally keeping the relations close and tight through humanity values exchanged.

Newborn competitors are harmless unless they grow up without old manufacturers having plans for their partnership in their shared future growth.

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ПОЛИТИКА ПРОТИВ ЭКОНОМИКИ В ТОРГОВЛЕ ДОБАВЛЕННОЙ СТОИМОСТЬЮ: МИРОВОЙ ОПЫТ

Интенсивное развитие международных торговых потоков, по своим темпам до последнего времени устойчиво опережавшее динамику мирового ВВП, принято считать одной из ключевых тенденций развития мировой экономики последних десятилетий. Вместе с тем растущее понимание неадекватности анализируемых статистических данных, обусловленное множественным счетом международных товарных потоков, привело к необходимости разработки альтернативных методов оценки торгового взаимодействия между странами.

Показатели и методики оценки степени вовлеченности стран в международные экономические отношения нуждаются в серьезном