

However, there are some disadvantages. It is known that many business guests travel with children, therefore, the hotel infrastructure should include facilities that provide child care services (games room, nannies and tutor assistance, children's animation team). In addition, the catering and business centre functions are organised by different structural units of the hotel: food service and the reception respectively. A client, who wants to book a conference room and organize the reception, needs to contact both an event-manager and a catering specialist. Such an organization is inconvenient both for the client and the executor (a hotel). Finally, 3 star hotels as well as the ones with lower or no classification also provide facilities for business events; however, they do not form a package of services that would be optimal for the organization of MICE-events.

It can be concluded that hotel infrastructure in Minsk is represented by a sufficient set of services and has a great potential for the organization of MICE-events. However, there are ways to increase its capacity by:

1. Attracting a greater number of clients by providing services to businessmen travelling with children.

2. Building congress halls which are able to simultaneously serve a great number of business guests.

3. Promoting the services of 3 star hotels as well as the ones with lower or no classification for organizing MICE-activities that go beyond the standard format.

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THE PROBLEMS OF SEPARATE ELEMENTS OF THE CONSUMER MARKET

Nowadays, the existing problems of the consumer market not only interfere with its development, but also prevent implementation of economic potential of trade. These problems should be solved systemically as the elements of consumer market (demand, supply, price and needs) are closely interconnected [1, p. 47]. Let us consider the problems of separate elements of the consumer market.

Real cash incomes of the population are in decrease since 2015: in 2015 cash incomes of the population constituted 94,2 % to the previous year [2]. Tendencies to positive changes of the situation are not observed. Purchasing funds are decreasing respectively, and purchasing power of the population falls, that is equivalent to the decrease in aggregate demand. Demand is a solvent need. For the satisfaction of their needs, the population involves savings, thus, on the one hand, the amount of potential investments decreases, on the other hand, the amount of savings is exhausted, that, at their expiration, results in the dissatisfaction of the population needs.

The most important condition of trade's development and increase in its efficiency is GDP value, especially from the point of view of final consumption as this indicator reflects the set of all the expenses of the consumers on acquisition of final goods and services, gross savings and net exports [1, p. 34]. However, nowadays GDP in the Republic of Belarus falls, in 2017 GDP constitutes 99.5 % in the comparable prices to the previous year [2], that also proves the decrease in the aggregate demand.

The decrease in price level stimulates the increase in aggregate demand. However, the process of prices reduction shall be economically proved, for example, by the implementation of the latest resource-saving technologies in production that helps to reduce the production costs and distribution costs. Thus, cost value of the manufactured goods also decreases. Systemic approach to the optimization of expenses in each of their items will help to achieve a greater effect.

Besides cost value and profit, indirect taxes also have a certain influence on sale price. Accordingly, it is necessary for the state apparatus to constantly improve fiscal policy.

As the law of supply and demand is considered to be the fundamental law of the modern consumer market, the fall of the aggregate demand will also entail the decrease in the aggregate supply. The growth of a consumer price index indicates the decrease in demand in the long-term period (in December, 2016 CPI constituted 110, 0 % to December, 2015 [2]), thus, the consumer market capacity decreases. Along with the number of consumer goods, jobs, services, the number of the subjects managing in the market also decreases. According to the data of National Statistical Committee, the decrease in goods turnover, both retail and wholesale, is also noticeable. The index of physical amount of the retail turnover in the comparable prices for the Republic of Belarus in 2015 constituted 98.7 % to the previous year, and 95.9 % to 2016 [2].

Thus, it is possible to draw a conclusion that the negative dynamics of the elements in the consumer market since 2015 reflects the existing problems, which require a complex solution and reforming of the economy.

References

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