

to facilitate the investment process. In addition to improving the investment climate as location factors such as reducing entry barriers, and clear law and regulations (intellectual property rights), Vietnam should run a comprehensive FDI promotion campaign to attract and win the trust of investors. Thirdly, taxes and fiscal incentives should be revised and adjusted to meet the need FDI investors like R&D expenditure of foreign affiliates, job creation grants, or grants for research and development.

To sum up, the globalization of R&D is now shifting from developed countries to developing countries thanks to the relevance growing of BRICS nations. To benefit the inflow in R&D, Vietnam should deploy a more proactive policy to reap the benefits from foreign investors to sustain its competitiveness and create a new moment for development.

Reference

1. José Guimón: Policies to benefit from the globalization of corporate R&D: An exploratory study for EU countries.
2. Vietnam: FDI Strategy for 2018–2023.
3. *Tan, B.W.* Examining the causal linkages among domestic investment, FDI, trade, interest rate and economic growth in ASEAN-5 countries / B.W. Tan, C.F. Tang // *Int. J. Econ. Financial.* — 2016. — Issues 6. — P. 214–220.
4. *Warda, J.* Measuring the value of R&D tax treatment in OECD Countries. *STI Review* / J. Warda // *Special Issue on New Science and Technology Indicators*, Organization for Economic Cooperation and Development, Paris. — 2001. — № 27.

<http://edoc.bseu.by:8080/>

A.M. Aksenevich, E.V. Klimuk
BSEU (Minsk)

RE-BRANDING AS THE INSTRUMENT FOR ADAPTATION TO THE CURRENT MARKET SITUATION

The modern world is developing at a rapid pace: new technologies appear, trends change. At the same rate everything preexisting becomes obsolete. That's why the theme of re-branding plays a great role for the modern companies. The relevance of the study is to show the importance of re-branding, especially for those companies, which have been players on the market for a long time. *Kommunarka* was chosen as the object of the study, as one of the meaningful companies in Belarusian economy with its rich history and unique brand. The goal of the research is to present which results can be achieved while realization of a well-thought-out plan of re-branding.

Competition on the confectionery market is growing due to creating of Single Economic Space and becoming Russia the membership of WTO. The main competitors are Belarusian factories (such as *Kommunarka*, *Spartak*, *Krasny Pischevic*, etc.), Russia's and Ukrainian corporations.

Also it's important to stress out that in recent time, according to the Belstat, the rate of sale of confectionery declined and is about 97,4 %; the share of import products is increasing. In order to succeed in such a "race", it's necessary to revise thoroughly the strategy.

Large-scale modernization of Kommunarka began few years ago: Depot WPF created two new brands — Plan B chocolate and "Zaodno" sweets, while the favorite brands "Alenka" and "Sorvanets" acquired a modern and bright appearance. Due to the long history of the factory and the observance of traditional production recipes, most of the products looked rather conservative, which repelled the young audience. To win the favor of the younger target audience it was decided to bring 2 new brands to the market. So, in the segment of chocolate bars, the Depot WPF team created the Plan B brand. The idea is based on the situation of consumption of chocolate as a catalyst for good mood, which is typical for a young audience. The second joint project was the brand "Zaodno". Under the brand are produced 13 kinds of chocolates with different fillings. Each type has its own number and its own illustrated history. Sweets are sold in both packaging and weight distribution, which ensures the presence of the brand in two segments at once. The next stage of optimization revealed a duplication of the target audiences of the brands "Lubimaya Alenka" and "Sorvanets". It was decided to reposition them by redesigning packaging. The brand "Lubimaya Alenka" is left for adult consumers. It was retained the "soviet" style of packaging. Also, the Kommunarka portfolio lacked a children's brand. Due to the redesign and introduction of new "children's" tastes into the line-up, the brand "Sorvanets" was adapted for young buyers.

The results of re-branding are the following. The share of Kommunarka in the segment of chocolate bars increased from 23 to 28 %. The share of the factory in the segment of chocolates has grown from 42 to 45 %. The brand "Zaodno" takes an average of 4 % share of the domestic market of chocolates. Brand Plan B — 3 % of the market of chocolate bars. After the rebranding, sales of "Sorvanets", as well as "Lubimaya Alenka", increased three times on average. The share of "Lubimaya Alenka" in the segment of chocolate bars is 10 % of the market (as opposed to 7 % to rebranding). In 2016, the Kommunarka factory received a silver medal at the Prodexpo exhibition in the nomination "Best Product" for the developed formula of bitter chocolate "Plan B" with the taste of "cherry and pepper" [2].

It's necessary to point out that in Belarus there are a lot of companies which lost their guise over time. Kommunarka faced such a problem too, but it tries to cope with it. The results speak for themselves. Reposition and re-branding are effective tools, which help the companies adapt the current market situation and take leading positions. It should be taken into account by all the companies.

References

1. Kommunarika today [Electronic resource]. — Mode of access: <http://www.eng.kommunarika.by/about/kommunarika-segodnja/>. — Date of access: 19.09.2017.
2. Сделали конфетку: итоги сотрудничества Depot WPF и фабрики «Коммунарка» [Электронный ресурс]. — Режим доступа: http://www.depotwpf.ru/news/562/kommunarika_all/. — Дата доступа: 20.09.2017.

V.D. Bayeva, L.D. Gaiduk
BSEU (Minsk)

WHAT FOREIGNERS THINK ABOUT THE VISA-FREE REGIME IN THE REPUBLIC OF BELARUS

The decree of the President of Belarus No. 8 “On the establishment of a visa-free entry and exit procedure for foreign citizens” began operating in Belarus on February 12, 2017. The document establishes a visa-free entry procedure to Belarus for a period of not more than 5 days upon entry through the border crossing point at the National Border National Airport “Minsk”. Germany is the leader in the top five countries from which no visas come, followed by Poland, Italy, the United Kingdom and the United States. Depending on the country, the proportion of those arriving without visas varies from 50 to 80 percent. The document is aimed at activating the travel of businessmen, tourists, private individuals, documented with civil passports. The visa-free regime aims to attract more foreign tourists. However during its implementation a number of shortcomings were identified, which will be analyzed in this paper. As part of the study, the following sources were studied: videos (*Youtube*), reviews (*Facebook, Twitter*). 40 comments were received from foreign tourists who visited Belarus on a visa-free regime. Among the leaders on the left comments included users of countries such as the US, Germany and Italy.

