

Today, these systems are most actively used in the wholesale and retail trade for the storage of frozen foods, pharmaceuticals and jewelry. AWS is used in the West and in Russia. Among wholesale and retail trade companies that have introduced this technology, we can single out “Miratorg”, “AMEX”. However, this technology is not used in the Republic of Belarus. Studies based on world experience have shown that the High bay warehouse is much more efficient than a conventional warehouse, in case the required storage volumes are more than 30,000 pallet places.

In the long term, the use of this technology will guarantee a competitive advantage of the company, since the turnover in warehouses grows more and more every year. Using the AWS will speed up the process of handling the goods in the warehouse.

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А.А. Буракова, С.С. Дроздова
БГЭУ (Минск)

PROBLEMS OF COMPETITIVENESS OF BELARUSIAN GOODS IN A FOREIGN MARKET

In the current economic conditions, characterized by negative consequences of the global economic crisis, the Belarusian producers occurs a rather difficult task — to fight for the preservation of its export potential and the subsequent expansion of the competitive position as post-crisis recovery of the global economy.

For countries with a high degree of openness of the economy, foreign trade is an important factor in socio-economic development. On average for all countries of the world, the volume of foreign trade turnover is 38–39 %. This is the value that represents the total amount of the import and export indicators. This factor is several times lower in Belarus. Belarus is export-oriented country. It means, that the domestic market is not able to absorb all the products produced in the country. Because of the narrowness and insufficient capacity of the country’s domestic market without exports and its expansion, it is impossible to maintain acceptable levels and rates of production. The need to increase the competitiveness of Belarusian enterprises’ products lies in the fact that with the development of market relations a large number of sellers, including foreign ones, poured into the Belarusian market. Foreign manufacturers, developing in a highly competitive environment, have already reached a certain level of product quality, to which our many manufacturers are still far away. To begin with, I propose to consider the problems of the competitiveness of the export of goods:

1. It is a strong dependence on changes occurring on world markets; (Scientific and technological progress is developing very quickly, updating of goods occurs many times faster than Belarus can diversify its products).

2. Inefficient sectoral structure of production.

3. Low share of sales of products with a high share of added value; (in most cases, the cost of goods is overstated compared to foreign companies).

However, in the conditions of severe competition in the world market, the success of an individual enterprise is not enough to ensure the competitiveness of the entire country. One enterprise, which possesses even the most unique technology, is difficult to retain its competitive advantage, as it depends on reliable suppliers and strong competitors. Clusters of interconnected industries compete on the world market, therefore the competitiveness of the Republic of Belarus essentially depends on the competitiveness of the main branches of its economy.

In my opinion, diversification is one of the solutions to the problem. The higher the level of diversification, the less a country is exposed to external shocks. According to this indicator, chemical products and mineral raw materials, which occupy the largest share in world trade, turned out to be the least diversified.

To solve most economic problems, Belarus has developed and adopted a flexible investment policy. An excellent example of cooperation between the two countries is the opening of the Sino-Belarusian Industrial Park in Belarus. Any company, regardless of the country of origin of capital, can be a resident of an industrial park. The industrial park develops the potential of Belarus as a communication link between the CIS, Russia and Europe, and provides the possibility of duty-free entry into the market of countries of the Customs Union and Common Free Market Zone.

Also, to help entrepreneurs and owners of the Free Economic Zone "Minsk" offers some preferences, like exemption from income tax and rent.

In addition, in Belarus have come to life some investment projects.

Belarusian-Chinese "BelJ", built and launched a full-cycle factory for the production of cars under the Geely brand. The enterprise must provide domestic and foreign markets with competitive cars.

Having examined the problems of the Belarusian economy, its oriented industry and determined the right way for the movement, I can say that our economy is not perfect and there is still a lot of uncertainty, but we still do the necessary steps and try to keep pace with the times.

To sum it up: We need to improve our products in every way so that it can compete with foreign enterprises that have seized the championship in our country and subsequently go out with it to the world market.

References

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