

Understanding people's behavior in business help have an impact on people's making decisions in purchasing products or using services. Businesspeople should remember that each consumer is an individual with his own world inside. He or she wants to be satisfied with products or services not only in material way, but mentally.

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THE FEATURES OF MARKETING ACTIVITY OF THE «TIENS» COMPANY

Market in marketing can be defined as a set of socio-economic relations in the field of exchange, with the help of which people realize the sale of goods and services.

Network marketing originated in 1956, the founder is considered to be Karl Rehnborg. The essence of network marketing is that when selling a product, distributors of a company offer the consumer to become a distributor too. A distributor is a person or a commercial company that conducts its business activities through the commission of wholesale purchases from manufacturers for the purpose of reselling them mainly for use in the production process. [1, p. 218]

Network marketing is a way to make a profit, with two distinctive qualities:

1. Direct sales. The contact between the distributor and the buyer occurs anywhere and the beginning of the contact does not come from the buyer, but the distributor.

2. Direct training. The distributor has the right to independently attract and train other distributors.

In fact, there are three main ways to sell goods:

1. Retail

2. Direct sale

3. Multistage sales

4. Mail order.

5. Pyramid. This type of sale is often confused with multi-level marketing.

[2, p. 4]

«Tiens», one of the most popular direct sales firms, was launched in China in 1995 and, using network marketing as its basis, has achieved tremendous results in 16 years of experience in the international market. The company «Tiens» is

officially opened in 194 countries and is among the 500 largest corporations in the world. The annual turnover is 7 - 8 billion dollars. The company's products are biologically active food supplements (dietary supplements). To date, the «Tiens» assortment contains many products based on calcium, as well as the catalog includes wellness equipment, perfumery and cosmetic products, home care products. [3, p.10]

In the marketing plan of the company «Tiens» there is a specific program for the development of its business. Each distributor receives a status at the conclusion of the contract, which is determined by his card. Criteria for raising the status of the card: "Bronze Card", "Silver Card", "Gold Card", "Platinum Card" (table 1). [4]

Table 1– marketing plan of the company "Tiens "

Program	"Bronze Card"	"Silver Card"	"Gold Card"	"Platinum Card"
Set of products worth	100 \$	200 \$	400 \$	800 \$
Amount of remuneration for attraction	8%	10%	12%	15%
Development remuneration rate	8%, 9%	9%, 10%	10%, 11%	11%, 12%
Maximum weekly reward when comparing volums	800 \$	1 600 \$	3 000 \$	5 000 \$

The development volumes of direct structures for the week are arranged in descending order and are compared in pairs. The percentage of remuneration corresponding to the card status is paid on the basis of a smaller structure. Further, the difference of the volumes compared at the first stage of the structure is compared with the volume of the next structure, after which the percentage of remuneration is also calculated with the volume of the smaller structure and so on. For the first comparison, a lower percentage value is taken, indicated in the table above, for all subsequent ones, a larger one. If there is a difference at the last comparison - the volume remains in this structure for calculation next week.

There are five large separate divisions of the company on the territory of the Republic of Belarus, which are located in the cities: Minsk, Vitebsk, Gomel, Grodno, Borisov. The head office of the company “Tiens” in Belarus is located in Minsk. At the conclusion of the contract with the company, distributors receive a discount card for the purchase of products in pharmacies such as “Favorite pharmacy” and “Berolina”. All products presented in our country are certified and supplied directly from the manufacturer. There is also an online store of the corporation "Tiens" in Belarus, which allows you purchase products quickly and conveniently.

Thus, the company uses network marketing as a principal way of sales, the main difference of which from traditional forms of trade is that products are

delivered to consumers by their own network using the chain reaction method. The company «Tiens» uses the most advanced equipment and high technologies. Distributors purchasing products can sell or exchange them, making profit from it.

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A SKILL OF THE TOP EMPLOYEE OF THE FUTURE

The most important for young people is to have a good position in a company today. A diploma of a higher education? It will not stand you out from a crowd when the education is almost mass. Professional skills? Of course, it matters, but it is not the only important thing for an employer.

The idea is that if you want to occur in an interesting company or position you shouldn't sit and wait when or if it happens. No one will wait for you. You should adapt to this place, company, position and the whole working tendency. Tendencies of a modern working sphere say that you should be flexible, follow trends of the sphere, improve yourself, have a desire to be dedicated and have good emotional intelligence.

Emotional intelligence is an ability to identify, evaluate and operate people's emotions and manage a relationship. Emotional intelligence is a key to stand you out from other applicants as recruiters always find people to fit comfortably in with the team [1].

The research found out the advantages of recruiting employees with high emotional intelligence:

- inspiration and morale can increase by 46%
- leadership has improved by 45%
- better cooperation within teams (37%) as the major benefits.

Emotional intelligence is not essential for all staff but it helps with team building. It's absolutely essential for a manager because a company has serious problems if you cannot bring people together.