

To sum everything up, Belarus is facing some positive changes in the sphere of electronic commerce. Despite the fact that the Internet industry is developing faster than any other field of the economy, nevertheless, there are still some factors that are retarding the development of this economic sector in Belarus.

References:

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TRADING VIA THE INTERNET

Nowadays skillfully made advertising is one of the most important factors in developing your business. And it is obviously that advertising is the engine of progress. Convincing you in buying goods is one of the main tasks of advertising. The Internet is the most popular place for producing advertisements for commercial products or services because people first turn to Google for the information about businesses and products. Also, you have the opportunities to make interesting, colorful and dynamic advertisement, create something really attractive for potential customers.

"If your business is not on the Internet, then your business will be out of business" (Bill Gates). This quote is absolute truth as now nobody can imagine his life without the Internet. And if you doubt, just look at visitors in any restaurant, shopping mall or public arena and be are sure you see countless individuals using the Internet on their phones. That is why any modern businessman, who tries to keep up with the times, is aimed at setting up a website. A lot of businessmen and entrepreneurs have already explored advantages of opening an online shop. They use an online store because it is certainly the most profitable way to sell any product or service. Such resources are gradually replacing physical selling places today, and this is not surprising as selling via the Internet does not require any rental of premises, or hiring a large number of staff, or purchasing various equipment.

Another benefit of a virtual shop or a website is communication of your product consistently. A website can provide hundreds of consumers with your company information all the time. A website can promote your product or service at any given location, place or time. A website is your the most loyal employee

because it never quits and will always work 24 hours a day, 7 days a week, 365 days a year. No employee will do that. Thanks to having a user-friendly navigation system and understandable catalog a customer will be able to make a purchase in a few clicks. There are lots of traditional ways to advertise your products or services, but advertising via the Internet is the most effective method, besides it will cost much cheaper. It takes us several minutes to find out and buy what we were looking for after seeing targeted advertising on the Internet.

A really successful and profitable website should possess particular qualities: a utility for customers and information filling in accordance with their requests (for it you should analyze your customer's wants and needs before). Next step is designing a website for mobile devices as nowadays people access the Internet from their mobile phones more than any other gadgets. A site should be able to make users feel such emotion that they want to share with their friends or family. You need innovative ideas to create something worthwhile that will remain in a person's memory for a long time. It is important to realize that the trend of modernity is simplicity and brevity. You should understand clearly the needs of each social group of your potential customers and consider their tastes and wishes. All this is vital in order to meet demands as clearly as possible and give a person exactly what they are looking for at the moment.

A buyer is a basis of earnings; it means that the level of customer's satisfaction influences directly businessman's wellbeing. Therefore, it is important to avoid common mistakes in site's operation, because if you are not able to create site correctly a buyer will appeal to a competitor. Things which annoy users include pop-ups, automatically load videos, active and vivid animation on the site, the lack of the search system on the site, the lack of clearly set prices for goods. It is also necessary to avoid difficult forms of registration and navigation. Besides website pages must load quickly as nobody prefers long waiting. Regarding online stores, consider carefully all the conditions and possibilities of delivery. If free shipping is a part of marketing promotion, inform potential buyers as much as possible.

So when a website or an online store is efficient and profitable, it is worth thinking about international trading. Working in a foreign country is always more expensive than promoting business at home. Your company should have a budget in several times higher than for the local market as there will always be additional costs — transaction costs, business trips, translators, additional staff due to the difference in time zones and so on. First of all you should find out as much information as possible — about licensing, certification, guarantees, features of working with non-residents in the country you choose. It is mandatory to translate the site into English. This is a universal language which is understood around the world quite well. Buy a country domain so as the site visually looks familiar. After setting up the site test it on the territory of the country. If everything works fine, you can think about promotion and an advertising campaign. Analyze constantly the activity of users for evaluating the effectiveness. Measure the benefits it brings to make a decision about whether to stay in business or not.

Trading via the Internet is our present and future. Actually creating a website or an online shop is simply, but it is not an easy task to do it well. The best way to found an online business is to set up something special, something that will highlight the products among competitors and make your customers loyal.

References:

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EFFICIENCY OF UNMANNED AERIAL VEHICLES APPLICATION IN THE BANKING SECTOR

The purpose of this paper is to study the problems of drones application in the banking sector of the Republic of Belarus and the ways to eliminate them. The issue of implementation of the system Matrice 600 for the delivery of documents, cargo and cash is considered as well.

The National Statistical Committee of the Republic of Belarus reports that the total revenue in the banking sector increased in 2017 [1, p.1]. Cash collection is one of the most expensive processes in the banking sector, as for its implementation the bank needs to have cash transporting vehicles, qualified workers and a package of documents that meet the requirements of the state legislation. In banking business, unmanned aerial vehicles (UAVs or drones) are effective for ensuring the delivery of documents, cargo and collection of cash in cities with high population density and heavy traffic. Testing of this technology took place on August 4, 2016 in Minsk. 100 dollars and 100 BYN were successfully transported by a Belgazprombank drone [2].

The possibilities of UAVs application in the banking sector for cash collection are being researched with the help of the world leader in the production of UAVs, DJI Enterprise. Matrice 600 was chosen as the base model used in the testing [3].

The drone is integrated with DJI technologies: SMART security system, HD image broadcast, DJI GO motion monitoring. Flight range can be up to 5 km with a carrying capacity of 6 kg. Cargo can be delivered to the destination with an accuracy of one meter. In the flight of the Matrice 600, you can track your location in real time. The climatic modification of the mechanical part of the UAVs allows them to be used in various weather conditions, and the modular design makes repair and maintenance processes possible in short time [3].