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## **PROSPECTIVE MARKET NICHEs OF THE REPUBLIC OF BELARUS**

## **ПЕРСПЕКТИВНЫЕ РЫНОЧНЫЕ НИШИ РЕСПУБЛИКИ БЕЛАРУСЬ**

In the era of increasing specialization and increasing competence in any field, it is important for business success not only to correctly determine the market for itself, but also to find a very narrow area in it, a place that is not yet occupied or insufficiently used by competitors. It is important to find a so-called "niche market", where a new enterprise, a new production or type of commercial activity can become a profitable and sustainable business.

The meaning of choosing a niche market – to transfer the game to its own field (even very small), and then use the advantages that this field gives to any player. The niche of the market (from the Latin "nidus" – a nest) is types of businesses that are limited in scope with a sharply defined circle of consumers [1].

There is an opinion that in conditions of high competition and an unstable economic situation, it is very difficult to create one's own business in Belarus. However, there are such market niches in our country, which can bring success to new enterprises if they occupy it. The aim of the work is to identify perspective market niches of the Republic of Belarus.

The following tasks were set to achieve goals: to study general tendencies of development of the economy of the Republic of Belarus; to analyze the perspective markets of the Republic of Belarus; to explore the opportunities for enterprises to enter attractive markets.

The topic is relevant as identification of prospective market niches in Belarus can help many businessmen and individual entrepreneurs to take their place in the competitive market and implement their activities successfully. The development of the small and medium business sector is viewed as one of the tools aimed at solving

the problem of structural changes in the Belarusian economy. In early 2016, Belarus adopted a program for the development of small and medium-sized businesses for 2016-2020. In 2017 it is expected to adopt a strategy for the development of small and medium-sized businesses until 2030. This shows that the government is gradually taking various measures that are aimed at simplifying the creation and running of its own business in our country [2].

During the study, the competitive environment in various spheres of economic life as well as studies of international consulting companies and experts' opinions were analyzed. As a result, the most perspective market niches in which it is possible to earn in the next 5-10 years have been identified.

Commercial real estate in the regions. In favor of the construction of commercial real estate is the availability of land, low competition in the market and the opportunity in the long term to earn on the resale of high-quality facilities to the largest Belarusian and international developers.

Escort of the elderly. Population aging is a worldwide trend. By 2050, the number of people over 60 years on Earth will exceed the number of children under the age of 15 years for the first time in the history of mankind. The population of Belarus is aging faster than the world's population as a whole. The entrepreneur has to see first of all opportunities for business there. And it's not just ultra-modern nursing homes. Ideally, projects should focus on the elderly at the level of the idea.

Smart materials. There are 2 types of smart materials: consumer (fabrics with special properties) and industrial (new types of coating for engineering, innovative building materials and nanomaterials). A faster effect can be achieved from consumer smart materials (although there are some subtleties like marketing and attractive design).

Mass open online courses. Until now, online learning has been seen as fun or complementary education. However, according to the Analytical Center under the President of the Republic of Belarus, the potential and effectiveness of MOOS are seriously underestimated. The spread of higher education in an online format will revolutionize the university environment. Experts of the Analytical Center believe that within a few years the MOOS-systems will become a full-fledged analogue of university education, and their graduates will receive recognition of employers after 2020, when they begin to appear on the labor market [3].

The conducted research has shown that there are a couple of perspective market niches in Belarus that can bring real success to new entrepreneurs. It is clear that there are opportunities for enterprises to enter attractive markets and become leaders in these markets.

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## **SPECIFICITIES OF BUSINESS IN JAPAN**

### **ОСОБЕННОСТИ ВЕДЕНИЯ БИЗНЕСА В ЯПОНИИ**

The goal of this work is to analyze business in Japan and identify its peculiarities in order to use them in the Belarusian business model.

In Japan private enterprise is well-developed and the government almost does not deal with the country's industry. According to the statistics, it is possible to say that medium-sized and small businesses play substantial role in Japanese economy, because almost 99% companies belong to this area and they have more than 75% of the workforce in the country. Medium-sized and small businesses ideally coexist. For example, they balanced share building, transport and machinery business. Companies of small business are engaged in constructing buildings for mass consumption and companies of medium-sized business build high-rise, office buildings and buildings for factories. The same situation is with transport: medium-sized enterprises work with cab companies and small with cargo transportation.

The Government of Japan is trying to patronize and help small business to stay afloat, it is a kind of social support. That is why in 2000 the Government adopted a law that facilitated the procedure of bankruptcy. In 2003 one more law was adopted that allowed going into small business without an initial capital, but on certain conditions.

The main feature of Japanese corporate culture is a lifetime employment system, which exists in large companies. It encourages the development of skills which are specific for this company and form highly professional specialists.