

"Adunok" the guided combat complex was delivered to Indonesia. "Groza-S" counter-UAV electronic warfare station is used in a number of countries. Many countries are interested in Belarusian developments: Russia, China, Sri Lanka, Serbia, the Gulf States and Southeast Asia.

Experts consider "MILEX" as a trademark of the national defense sector of the economy, as an important link in the system of military technical cooperation.

In addition to the capabilities of "MILEX", the enterprises of the Belarusian defense sector make full use of the possibilities of the International Asian Exhibition of Arms and Military Equipment "DSA". This year, it was held in Kuala Lumpur in Malaysia.

As part of the exhibition, a set of talks was held with officials of the military departments of the armed forces of Malaysia, Sri Lanka, Thailand and other countries. The effective performance of information work by the Belarusian organizations of the defense sector of the economy in the DSA-2018 exhibition was an important stage in building up military-technical cooperation of Belarus with Malaysia and other states of the Asia-Pacific Region (APR). And the negotiations held during this forum became the basis for the promotion of their proposals on the arms market of Malaysia and the Asia-Pacific states, for the execution of future contracts and their purchase of Belarusian military products. During the meetings and negotiations, an evaluation of the current state was made, outlined promising areas of cooperation in the military-technical sphere.

Holding such exhibitions and participating in them contributes to the formation of a positive image of the Republic of Belarus as an exporter of armaments and military equipment, allows providing state support in the practical solution of the issues of promotion of military products and services to foreign markets. If there is demand for products in foreign markets, this means that the work is carried out efficiently, and the direction of development is chosen correctly.

<http://edoc.bseu.by>

К. Yermolovich
Е. О. Ермолович
БНТУ (Минск)

Научный руководитель Н.И. Шумская

THE IMPORTANCE OF BUILDING CUSTOMER LOYALTY

ВАЖНОСТЬ ФОРМИРОВАНИЯ ЛОЯЛЬНОСТИ КЛИЕНТОВ

What is customer loyalty? Are these repeated purchases of specific products, wide advertising or recommendations to all your friends? True customer loyalty is a

relationship in which both parties are satisfied with each other. In this article we will try to figure out why it is so important to build customer loyalty.

The relationship of the company with the client is a very delicate and important question. Many companies develop various strategies for gaining customer loyalty: communicating with customers via telephone or the Internet, conducting various surveys, observations, questioning to obtain information about customer preferences, competitive advantages of products or to identify shortcomings. Thanks to it, the company will learn more about the client, and he, in turn, feels that they are listening to him.

Special loyalty programs are created to strengthen relationships, in which the client gives his consent to participate in this program and, as a rule, receives a personalized card for use when shopping. The card has a dual purpose: it provides the client with some privileges that can't be obtained without it, and valuable information that can be used to build loyalty for the company [1].

The loyalty program is used to solve many problems: acquiring customers, satisfying them, choosing the right location of points of sale, assortment of goods and their quality, proper service [1]. Today, loyalty can be formed or enhanced by giving customers reward points or bonuses.

The main idea of these programs is to refuse product discounts. Moving from discounts to bonuses brings a very powerful economic effect. The reason is quite simple: when a business gives a buyer a discount – it loses “live” money, instantly reducing its revenue. Bonuses are accumulated at the client for each visit. Afterwards, they can either pay, or get some kind of gift. Customers easily forget where and what discount they received, but they remember well where they can spend their accumulated points.

The discount does not always have value for the customer, especially if its amount is not large. And in the bonus program you can go much further: not only use the scheme "bonus = % of the spent amount", but also offer a range of gifts. Such bonuses, even the smallest, cause much greater pleasure. The client is happy to receive something for free, and he will remember this gift longer than about the discount.

Thus, having regular customers, the company will provide itself with the constant demand for goods, the degree of buyer's sensitivity to changes in prices for goods will decrease, it will be possible to expand production and add new product lines and services.

The benefits of building customer loyalty are reinforced by statistics:

- about 80 % of revenue brings 20 % of regular customers;
- retain an existing customer five times cheaper than finding a new one;
- a satisfied customer will tell about the purchase to 3 people, and an unsatisfied customer – 10;

- the growth of the share of regular customers by 5% increases profits by 50 % and more[2].

No company can give everything to everyone. Thus, to develop a successful business, you should develop quality programs to strengthen and preserve customer loyalty. Loyalty is bilateral: if a company wants customers to be faithful to it, it must be true to them.

References

1. Спиридонова Е. Программы формирования лояльности клиентов: с кем и как реализовывать / Е. Спиридонова // Бизнес и продажи. – 2009. – № 6.

2. Что значит лояльность клиента и зачем она необходима? [Электронный ресурс] // Центр управления финансами. – Режим доступа: <http://center-yf.ru/data/Marketo-logu/Chto-znachit-loyalnost-klienta-i-zachem-ona-neobhodima.php>. – Дата доступа 27.10.18.

<http://edoc.bseu.by>

M. Zhurba

М. Журба

БГЭУ (Минск)

Научный руководитель Д. Г. Кузарь

WORK-LIFE BALANCE AS A TOOL TO MAKE A COUNTRY HAPPIER

БАЛАНС РАБОТЫ И ЖИЗНИ КАК СПОСОБ СДЕЛАТЬ СТРАНУ СЧАСТЛИВЕЕ

It's common knowledge that overall happiness of a country's citizens plays a role in their work efficiency and thus prosperity of a country in general. At the same time, while the level of the country's economy definitely matters, it doesn't directly correlate with the happiness of people there. The United States, for instance, is considered the country with the largest economy [1]; however, it ranks the 18th place in the World Happiness Index [2], whereas the Nordic countries rank the first in spite of being the 20th according to the indices of economic development [3]. The aim of our research is to find out what mostly influences citizens' happiness and what differentiates the happiest countries from the others.

The analysis of different world indices revealed the criterion which, we believe, explains the difference; it is so called work-life balance. This criterion is taken into account while calculating the World Happiness Index, as well as, being