

relating to the use of countermeasures. This list is not exhaustive. The relevant conditions may be provided for in separate multilateral or bilateral economic treaties. For example, the Agreement on dispute settlement adopted within the World trade organization provides for the need to obtain prior authorization from the Body on dispute settlement before suspending obligations under the WTO agreements.

The application of economic countermeasures should be limited to a temporary suspension of the performance of obligations and should allow the responsible state to resume their performance in the future. The WTO Agreements contain provisions by which a solution mutually acceptable to the parties of the dispute and compatible with the agreements covered is preferable. The application of the compensation provision should be resorted to only if the immediate lifting of the measure is not feasible and only on a temporary basis until the incompatible with the agreement measure will be lifted.

Thus, the use of countermeasures in economic relations is an extreme means of compelling the state to comply with the violated obligations, which should not be considered as a penalty for causing damage as a consequence of the violation of obligations under international economic agreements.

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SWOT-ANALYSIS OF OJSC «MOLOCHNYI MIR»

SWOT-АНАЛИЗ ОАО «МОЛОЧНЫЙ МИР»

The purpose of this research is to conduct a SWOT-analysis (analysis of strengths, weaknesses, opportunities and threats) of OJSC «Molochnyi Mir». To achieve this purpose we will analyze the factors of internal environment (Internal Factor Analysis Summary) and the factors of external environment (External Factor Analysis Summary), which influence the company activity.

Table 1. Internal Factor Analysis Summary of OJSC «Molochnyi Mir»

Internal factors	Weight	Rating	Weighted score
1	2	3	4
<i>Strengths</i>			
Wide range of products	0,1	4,5	0,45
High quality of production	0,15	4,0	0,6

End of table 1

Marketing and technological investments	0,05	3,5	0,175
Good image and reputation	0,15	4,5	0,675
A high level of production security	0,05	4,0	0,2
<i>Weaknesses</i>			
High production cost	0,15	3,0	0,45
The deficit of own raw materials	0,05	4,0	0,2
The high level of inventories	0,05	4,5	0,225
The high level of payable and receivable accounts	0,15	3,0	0,45
High energy and material consumption of production	0,1	3,0	0,3
Total scores	1,0		3,95

Table 2. External Factor Analysis Summary of OJSC «Molochnyi Mir»

External factors	Weight	Rating	Weighted score
<i>Opportunities</i>			
Export diversification by expanding the geography of supply	0,2	4,0	0,8
Use of new technology	0,1	3,5	0,35
Growing demand for environmentally friendly products	0,05	3,0	0,15
Expansion of the product range	0,1	4,0	0,4
<i>Threats</i>			
High level of competition	0,2	4,0	0,8
Customers are becoming more demanding	0,1	4,0	0,4
Decrease in consumer purchasing power	0,05	4,0	0,2
“Dairy wars” between Belarus and Russia	0,2	3,0	0,6
Total scores	1,0		3,7

The results of the research. On the basis of conducted analysis we can conclude, that the main strengths of «Molochnyi Mir» are high quality of production and good image and reputation of the company. The weaknesses of the company are connected with high production costs and high levels of payable and receivable accounts.

On the whole, the total weighted score of internal factors is 3.95, which means that «Molochnyi Mir» can be considered as a leader company in the industry compared to the strengths and weaknesses of others.

The most perspective opportunity for OJSC «Molochnyi Mir» is export diversification by expanding the geography of supply, while the most challenging threat is “dairy wars” between Belarus and Russia.

The total weighted score of external factors is 3.7, what gives reason to say that «Molochnyi Mir» responds rather effectively to external factors compared to other companies in the dairy industry.