

Belarus. Their length is from 1 to 250 km. Some of them can be overcome by bike, horse or car or can be walked.

As we can see, ecotourism is becoming more and more popular in Belarus and the main task is not only to attract tourists to admire our pure natural resources but to save all of them untouched and create the comfortable conditions for both: locals and foreign visitors.

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THE SYSTEM OF DISCOUNTS IN TRADE BUSINESS

Each manufacturer asks the question: «What would interest a client?» An offer is a peculiar form of response to this question. An offer is a supply. The oldest kind of offer is a discount which should have the sense and ever better the uniqueness. A discount as a tool of price modification is used in order to react to lower prices of competitors, to liquidate too large stocks of goods, to attract the greater number of customers or to stimulate consumption.

Today any organization which is successfully operating in the market cannot do without the use of various discounts since it is the system of discounts that allows an enterprise to influence demand quickly. Thus, discounts are amounts given by the seller of goods to different buyers in order to expand the market, increase sales and cover individual costs.

Planned and tactical discounts are highlighted in the theory of prices. Planned discounts are associated with sales promotion by manufacture on the market and represent a form of compensation of expenses of

the intermediary for the sale of goods. Tactical discounts are directed to achievement of short-term effect which can consist in increase in sales or in reduction of excessive stocks. In addition, it is possible to allocate the most common types of discounts:

1. Discount for a specific product (Discounts may be limited in time or not. A perfect solution is to highlight «product of the day» by price tag with the new and old prices).

2. Discount depending on purchase volume (The greater the sum of a purchase is, the greater the discount is.).

3. An accumulative discount (With each purchase, a certain percentage falls on the client's balance, which he can pay from later);

4. A discount with personalization (For example, «Only for Andrew», «Only for this promo code»).

5. An unexpected discount (For example, «The first customer of the day», «The thousandth buyer»).

6. A discount for certain groups of people (For example, «For all students the discount of 10 %»).

7. A cross-discount (Several goods are sold at standard prices and an additional product is sold at a discount).

8. A bonus discount (If you have a discount card, you can get one more bonus discount).

As an example of tactical discounts can cite a well-known large-scale event in retail chains called «Black Friday».

Many people have heard about «Black Friday» in Belarus today. «Black Friday» is a grandiose project, which involves both large online hypermarkets, shopping centers, online chain stores and small Internet boutiques. Shop owners are interested in selling out of hot products or goods that are not in demand with customers.

Thus, discounts should be given, but with reasonably. To make a discount is the easiest way, but what are the alternatives? A discount is just an additional argument, that increases the value of the offer at this very moment. Provided discounts should be transparent and the product should be of appropriate quality. Only in this way organizers can win customer's trust and increase sales.

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