

an exchange credit. With this credit they can “buy” other goods and services from the pool.

A good example of how this system works is a little New England firm Icon International. Icon’s business is barter. In 2001 Icon managed to make a profit of \$24 m before tax. Its secret is the currency, the so-called trade credits, which a customer can exchange for a business service, such as advertising and travel. Icon buys these services in advance, when it thinks that advertising space and airline tickets are cheap. The bet is that prices will rise, leaving Icon with a potential trading profit.

Now there are some attempts being made to turn swapping into big business on the Internet. Using the Internet they hope eventually to create global exchangers. Their models are firms such as Trade Exchange of America (TEA), the International Reciprocal Trading Association (IRTA), which help companies buy and sell in the Internet and are paid to 5% off each sale and purchase in cash. Their members increased their cash flows, improved employee benefits, increased profits that may have seemed unattainable in the past. This happened due to the use of trade dollars, accruing which the members are able to conserve their hard cash and even pay benefits to their employees. Some private currencies are also in use on the online barter. For example, Barter Club uses special paper coupons — credits and even tries to pursue its own monetary policy.

On-line barter is still faced with some problems. The real challenge is attracting a critical mass of customers. This is because many businesses are reluctant to lock up the value in the special trading currencies that barter exchangers use, such as “trade dollars”, rather than in cash. If these reservation can be overcome online barter is said to become a trend to watch.

В работе рассматриваются современные формы бартера, к которому в настоящее время прибегают не только страны со слабой валютой, но также экономически развитые государства, где бартер становится прибыльной формой бизнеса.

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*Е.Б. Козловская
БГЭУ (Минск)*

LA PUBLICITÉ COMME UN MOYEN DE MODIFIER L'IMAGE DE LA FIRME РЕКЛАМА КАК СРЕДСТВО УЛУЧШЕНИЯ ИМИДЖА ФИРМЫ

La publicité, c'est l'instrument privilégié de la communication, c'est l'ensemble des moyens destinés à informer le public et à le convaincre d'acheter un produit ou un service

LES OBJECTIFS DE LA PUBLICITÉ

Deux thèses s'affrontent ici. Une première estime que la publicité ne doit pas avoir d'autre mission que de provoquer des ventes supplémentaires: tout autre objectif qui lui serait assigné semblerait dès lors inefficace. Une autre thèse admet que la publicité peut se contenter d'objectifs plus concrets et plus immédiats que l'augmentation des ventes. Ceci nous amène à distinguer les objectifs commerciaux (les ventes) et les objectifs spécifiquement publicitaires (les objectifs de communication).

a. *Objectifs commerciaux*

Sans aucun doute, le but ultime de la publicité est d'influencer la part de marché, le chiffre d'affaires et le profit

1). *Objectifs de communication*

- L'exposition à un message
- La mémorisation d'un message
- L'attitude

a. *La publicité de firme*

Elle a le plus souvent pour objet de modifier une image de firme ou tout simplement d'en créer une. Elle s'adresse non seulement aux acheteurs potentiels, mais aussi à l'opinion publique, aux revendeurs.

b. *La publicité des produits et des marques*

C'est le cas le plus fréquent. Un annonceur veut soutenir les ventes d'un produit ou d'une marque, lui procurer une meilleure image, le repositionner, le faire mieux connaître, etc.

En ce qui concerne du temps de la pub, il faut tenir compte quand l'auditoire est plus grande. Et ici il y a 3 indicateurs :

Реклама является одним из средств улучшения имиджа фирмы. Однако следует различать 2 вида рекламы: реклама фирмы и конкретного продукта. Если первая ставит своей целью сделать известной фирму в целом, то вторая — конкретный продукт.

Важными являются и практические моменты рекламы. Они заключаются в правильном выборе средства рекламы, ее времени и др.

А.Г. Король
БГЭУ (Минск)

FREE ECONOMIC ZONES AS AN EFFECTIVE DEVELOPMENT TOOL **СВОБОДНЫЕ ЭКОНОМИЧЕСКИЕ ЗОНЫ КАК ЭФФЕКТИВНЫЙ** **ИНСТРУМЕНТ ЭКОНОМИЧЕСКОГО РАЗВИТИЯ**

The need for free economic zones (FEZ) in Belarus is explained by several reasons. First, FEZ are a test-site for various models of economic reform in a period when the state is looking for the best methods of economic and legal regulation of the market transition. Second, the favorable position of Belarus in the middle of Europe makes it attractive to foreign investors who wish to penetrate the CIS markets. Third, the lack of natural resources, the high potential of Belarus' processing industries and skilled work force determine the orientation of its economy to the export of high-tech products.

The creation of FEZ is guided by presidential Decree №114 of 20 March 1996 "On Free Economic Zones in Belarus".

Belarus has four FEZ on its territory. The oldest and most developed one, located in the border city of Brest, was established in March 1996. The newest one, in the city of Vitebsk, was set up in February 1999.

Free economic zones report progress. In February 2000, the last year for which figures are available, the aggregate investment in the FEZ Minsk totalled \$10.64 million. The production growth in 1999 in the FEZ Gomel-Raton accounted for 162.6 percent against the 1998 level, whereas in the region it averaged 109.4 percent and 118 percent in the city of Gomel. In 1999 the residents nourished a considerable climb in labor productivity, it almost doubled. On average, industrial companies showed a mere 8.6 percent plus. The matter is that the FEZ residents opt for new up-dated and easily operated equipment. Real investments in