

basis. Grants are an opportunity to receive money for the development or launch of a new project almost free of charge.

Grants are easier to receive, especially for small businesses. The main disadvantage is detailed reporting. In addition, receiving a grant usually involves certain conditions, e.g. that the grant-receiver will not be able to change the agreed plan if the project is forced to deviate from it.

Unfortunately, information about the volume and structure of international aid that our country receives is not publicly available. There are two types of international donor assistance for Belarus. First, funds are sent to the country through international financial institutions: the European Bank for Reconstruction and Development, the European Investment Bank, the World Bank, the International Monetary Fund, etc. Second, official development assistance, which is used to implement specific programs: modernization of border crossing points, promotion of employment, modernization of the health system, etc.

The government also provides grants to support culture, health, science, and education. As for business grants, they are more difficult. At this stage, the government supports novice businessmen in the form of benefits, loans, subsidies, etc.

In order to popularize grant programs and make it possible to implement their own projects, a survey was conducted on the Internet among BSEU students. It was attended by 120 people (mostly aged 17 to 22 years). The survey itself was informative about the topic of the research.

It is difficult to make any forecasts for the near future regarding grant programs for 2021, since the world economy has been seriously affected by the coronavirus infection. As for Belarus, the climate for grant programs is far from being positive due to the unstable political and economic situation. The situation is also aggravated by innovations in the legislation on grant financing.

M. Koshel

М.В. Кошель

БГЭУ (Минск)

Научный руководитель И.Н. Чугай

MAJOR ELEMENTS OF A FITNESS INDUSTRY PRODUCT

Главные составляющие продукта фитнес-индустрии

Being physically fit is definitely the reflection of multiple traits of human character. It evokes proactive and self-motivated, considerate and tenacious individuality. Admittedly, this portrayal of a hard worker increases the chances to establish a foothold in the world markedly.

The goal of the research is to find out what do we really buy with any of fitness products.

In the light of the foregoing, we understand the huge prosperity of this industry in the world scales. It's hardly surprising for the reason that servitization is endemic in the world economy nowadays. The resource "Technogym.com" says that the fitness market grows by 6.4% per year, almost double the global economic growth (+3.6%).

The extras we receive with a gym membership are the following:

1. An antidote for fatigue and stress which are integral parts of the contemporary society. Marketers strive to create some coherence between a fitness industry product and our well-being.

2. Social circle and like-minded individuals. We can guess how inspiring is it to take our free time in the atmosphere of endless motivation.

3. "Our guide to the new life" or in other words "a personal coach". It is a buzzword and our guarantee against injuries simultaneously.

4. A possibility to construct our timetable however our like due to round-the-clock fitness centers. It's a wonderful marketing ploy, particularly in cooperation with the phrase "Excuses don't burn calories".

5. A great chance to enhance self-confidence via getting rid of our external imperfections. This pillar of the general fitness industry philosophy is cast on the stone and is taken for granted.

According to our research, 30 visitors of the random fitness club have been asked about the reasons of their addiction to that place. The results are the following: 15% said that they found new friends there, 20% can't imagine their life without that special atmosphere of self-improving, 25% use the fitness center to reduce stress, 40% feel uncomfortable in the society when they don't attend the center.

We can't but mention my own experience connected with fitness industry. The example of this research was produced by me 3 years ago, when I managed to lose 24 kilos and become self-confident due to all these elements of fitness industry.

The recommendations for you to gain some positive results are:

1. Choose a kind of sport which makes every day happier. Listen to your own inner voice.

2. Don't be shy in your fitness center and try to get acquainted with people around. They are your extra motivation.

3. To overcome some difficulties, keep in mind the following phrase: "hardships are temporary, but pride is forever".

We may conclude that fitness industry is an example of a reasonable usage of marketing and we buy not only a key card to a room with fitness equipment but also a key card to a new life with priceless opportunities.