

Maybelline New York is currently one of the most popular cosmetics brands. In 2017–2018 its average ‘like’s’ span was proportional from 800 to 1000. Since 2019 such bloggers as Katya Klap, whose post brought 154,357 ‘likes’, and Nastya Ivleeva with her 466,462 ‘likes’ advertised for this one. You can also find out that this brand is used by celebrities such as Gigi Hadid.

By 2018 the number of ‘likes’ under Luxvisage’s posts did not exceed 900, and the coverage of comments was small. In 2019, an advertisement was released in «Heads and Tails» with Regina Todorenko, where she used this brand of cosmetics. After that, she posted a video on her Instagram, which collected hundreds of comments with positive reviews.

The results of the research show that as soon as a popular blogger with a multimillion audience or a makeup artist, who is much into beauty sphere, publishes an entry with a certain brand, the audience immediately expands. The number of ‘hearts’ and comments under the photo is making the grade, too.

We can conclude that with the help of influence marketing, it is possible to push forward brand’s awareness, as well as promote new products. Interaction with influencers will attract new customers to the brand and improve relationships with the existing ones. It is also a loyalty building tool. People count their favorite bloggers, examine your product and welcome it positively. The reasoning is that the blogger, who gained positive and trusting reputation among his audience, is able to picture the qualities of the product in simple and clear words.

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STARTING A BUSINESS IN ENGLAND: DIFFICULTIES AND COMPARISONS

Открытие бизнеса в Англии: трудности и сравнения

We live in a time when we have everything to make our plans come true. In particular, setting up and running your own business. Most businessmen start from their own country. They try to implement their ideas for people with a familiar understanding of life and mentality, in general, because it is much easier when you know what to expect both from consumers and from organizations with which you will need to negotiate and do business, even just for opening your own business, because each country has its own rules and requirements. However, what is it like

to open a business in a completely different country, for example, in England? Can there be many difficult situations?

We have all heard about the British as prim, proud and very polite people. Having moved to this country, you can quickly be convinced of this even at the first stages of running your business. If you need to attract a native resident of this country not as an employee, but, for example, as an investor, then you will have to try very hard to be attracted by our proposal. For him, a detailed study on paper will not be so important as demonstrating the business qualities of a partner in action. After all, you need to know how a person does a job, how he relates to it, rather than just hearing a beautiful «fairy tale» from how everything will be perfect.

Looking at the speed of doing business, in English companies the decision-making process can take weeks, unlike Belarus, where usually some decisions are made rather quickly. In England, it is required to obtain permission from one boss, then from another, then there is a process of coordination with all layers of managers. To achieve something, you have to be patient. This is due to the sufficient protection of business in this country due to constantly passing inspections, many administrative moments, when the system of bribes simply does not exist.

What is very important for startups is that they can receive free personal training and advice on planning and running a business and the West District of England offers grants to pay for the electricity spent on generating electricity. The state not only provides tax deductions for research and development costs, but also compensates part of the costs from tax money if the company is unprofitable.

As it is known that you always want to do business only with pleasant, polite and tolerant people. If these main qualities are absent, then it will no longer be so important how good a person is in their business, especially for the British. When a business owner writes letters to them by mail, then he should not interpret everything only clearly and to the point, without wasting words. It would be much better if he also asks in the letter, «How are you?» and of course wish you a good day. An Englishman will have a more loyal attitude towards such a person and at least he will not close the letter at the same second, but read it.

As for the cases related to banks, it is that they easily carry out lending to entrepreneurs, if the situation is not dire and there is constant profit. Although, of course, everything depends on the business itself, because there are examples when the situation can become more complicated because they consider some western countries to be a potential risk.

In today's world, many people want to move to another country and find work there. Although it happens the other way around, people are invited to work abroad and then they move. However, if everything happens as described in the first case, then you need to be fully prepared for the fact that this is a completely different country with different principles of life and work. To feel confident, you need to prepare for this in advance, having studied all the necessary information. Of course, it does not guarantee that everything will be perfect, but at least it will be much easier.