

Russian economy's innovation capabilities today. According to the findings of a Saratov poll of women who want to establish a business, the reason for their want to participate in entrepreneurial activity is «what is the reason behind the desire to engage in entrepreneurial activity?» The majority of respondents (55 %) said that the primary motivation for starting a business is to achieve self-realization. A total of 39 % of respondents indicated an interest in becoming a successful entrepreneur. 32 percent of respondents are willing to take risks in order to earn big salaries. The findings of sociological surveys done in the early «zero» years of the Republic of Belarus yielded some interesting discoveries.

As a result, the woman's role in the economic growth of the country is expanding over time, and the main goals pursued at the same time are the desire to assert themselves and prove their independence; this is how a woman's desire to «stop being a shadow of a man» and have her own pathway of socio-cultural convergence manifests itself.

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SPECIFICS OF DOING BUSINESS IN A COMPETITIVE ENVIRONMENT

Особенности ведения бизнеса в условиях конкурентной борьбы

Organizations grow up, develop, achieve success, stabilize, decline and eventually stop existing. Those who are able to adapt thrive for a long time, and the inflexible ones quickly disappear. Strategy plays a fundamental role in prolonging the vital activity of the organization.

The purpose of this investigation is to identify effective competitive strategies for the successful functioning of a business in a competitive environment.

An important stage of the company's lifecycle is the maturity stage. Precisely at this stage it makes vital importance to form a further plan for the enterprise, taking into account the following features of a mature market: 1) decrease in consumer demand leads to strong competition for market share; 2) more selective customers; 3) saturation of the market with goods that possess similar characteristics; 4) slowdown in the growth rate of the industry and, as a consequence, in the pace of development of production capacities; 5) complexity of the innovation process; 6) increased international competition; 7) lowered profitability of the industry; 8) a number of mergers and acquisitions among former competitors [1, 2].

At the maturity stage, there is a number of strategies to be identified that are supposed to help in improving business efficiency and in strengthening their positions among competitors:

1. Reduction of the product range. Savings due to the long-term production of a single product cannot be applied to a wide range. The way out in this situation is to concentrate efforts on those goods, that not only bring company profit, but also able to maintain a competitive advantage in the market;

2. Production optimization and cost reduction. This can be achieved in various ways: from finding the most profitable suppliers for the transaction to using less expensive materials, as well as eliminating inefficient and expensive links of the production process;

3. Focus on existing customers: developing brand loyalty, providing various benefits and additional services;

4. Acquisition of competing firms at a low price, investing in new projects. This will not only expand the customer base and the geographical opportunities, but also increase production efficiency;

5. Internationalization strategy, or access to international markets [3].

Doing business is a strategy. A successful business is a strategy aimed at obtaining a long-term economic effect, and not at the survival in a competitive environment. Each company during its lifecycle goes through some essential stages, regardless of the field of activity.

While choosing a strategy at the maturity stage, it is important for the company not to use several strategies at the same time. Such a compromise does not guarantee that in the end the firm is going to have the opportunity to gain a competitive advantage. Moreover, it is not necessary to sacrifice an established competitive position for the sake of short-term profit, but it is better to pay attention to timely response to changes in market conditions, to optimization of production costs and sales strategy.

References

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