

## **MODERN METHODS OF PROMOTION OF KNITTED PRODUCTS IN REPUBLIC OF BELARUS**

### **Современные методы продвижения вязаной продукции в Республике Беларусь**

Nowadays it is impossible to imagine a successful business without large investments in an advertising campaign. Each organization chooses its own way of promotion in social networks, our choice fell on Instagram, Tik-tok and the Kufar online flea market. We are going to identify these ways in our work.

Knitwear is a product that is made by knitting from various yarns. Yarn can be either natural or synthetic. This article will discuss methods for promoting knitted hats with a closed face — a balaclava. It takes little time and materials to make it, but it has a high demand, and therefore a price. It is quite predictable that the most popular method of product promotion in the 21st century is services on the Internet. Most websites and social networks make money by selling ads. But you can make a commercial site and earn by selling not advertising, but the product posted on it. The commercial site method is not suitable for small and unknown companies, because it is very difficult to generate customer traffic to it. But social networks are ideal for this, they themselves have a huge audience of potential customers, which is why they have a large number of tools for setting up account promotion. In our case, 3 social networks will be used: Instagram, Tik-tok and the Kufar online flea market.

First, you should try to sell your product on Kufar, because placing a product on the site is very simple and fast. This service has simple but useful counters (the number of views and the number of users who bookmarked). For the very beginning, it is useful because on this platform there are users of all ages and social groups. In a few days, if we do not receive orders, then we will definitely be able to analyze the market.

The second platform, but not least, is Instagram, the best social network for business development. In this social network, you can solve many important business issues: from promoting a product to selling it, communicating with customers and easily entering trends. It has a huge number of advantages: 1. A very large audience, and as a result, our potential clients; 2. Many tools for profile design, creating a specific account design; 3. Convenient tools for communication (message sorting, chat bots, etc.); 4. Well, the most important plus is personalized advertising.

The third, and now the most popular, way to promote your products is "Tik-tok". Here you can post short videos about your products, they can "fly" into recommendations for

other users, thereby bringing the video to the tops and trends. "Tik-tok" allows you to promote your products for free in this way, the same convenience lies in the fact that predominantly users are young people or children. Although children do not have purchasing power, due to the fact that they quickly pick up trends, this allows our product to become more popular and recognizable. All clients from Tik-tok are usually transferred to Instagram, since communication with the client is much more convenient, and there is an opportunity to evaluate other works.

Almost every young person has their own page on Instagram, which gives a huge advantage over Tik-tok, where you can only send messages to mutually following users. You can also easily and quickly send to friends or acquaintances for discussion or evaluation. Another advantage of Instagram over Tik-tok is hashtags, places and stories tagged in posts, which give specific information in a condensed form, which is very catchy for users. Social networks play a huge role in promoting products in the modern world. A profile or ad from which is an advertising banner, a storefront, and reviews of real people. By creating your business in social networks, you can be sure that many people will see the products, which means that there will be a demand for its purchase. By combining all three sites that were discussed, you can easily manage the promotion and sale of products on your smartphone: try new things, develop, catch a wave of trends and never give up at the first failure.

**M. Valobina**

**М.А. Балобина**

БГЭУ (Минск)

*Научный руководитель Н.В. Батищева*

## **FEATURES OF COMPANY FORMATION IN SINGAPORE**

### **Особенности формирования компании в Сингапуре**

Today, Singapore has many trade links, a stable and strong economy and first-class infrastructure. Unfortunately, there are new challenges with opening a corporate bank account in Singapore. Anyway, the advantages of running business in Singapore outweigh these difficulties. The main benefits of doing business here include: double taxation treaties between Singapore and more than 100 countries; the easiest tax regime in Asia; exemption from annual audit of companies; developed banking system; company's founders have the possibility to move to Singapore with a work visa. That's why a lot of businessmen want to create a company in the country. So, the purpose of this work is to examine the company formation process in Singapore.