

MARKETPLACE: PROFITABLE BUSINESS SOLUTION**Маркетплейс: прибыльное бизнес-решение**

The growing popularity of electronic trading platforms among consumers was initially associated with lower prices for goods, fast delivery and availability of a large assortment.

A little later, external circumstances pushed such sites to increased growth. During the coronavirus pandemic, the shopping pavilions were closed to the public and people had only online shopping at their disposal. The recent departure of a large number of foreign brands from Russia, which occupied a significant part of shopping centers, also plays a role.

The purpose of the study is to highlight the main benefits for businesses engaged in trading activities using marketplaces.

As can be seen from the statistics of the real estate database Restate [1], the cost of renting a square meter of retail space is growing, recently the cost has increased by an average of 385 rubles. The growth in the number of registered legal entities and individual entrepreneurs contributes to the preservation of this trend.

State registration of legal entities and entrepreneurs in the Moscow region

	2021	2020	2019	2018	2017
Individual entrepreneur	825 474	620 558	827 230	853 992	763 373
Legal entities	241 280	233 056	305 789	377 600	453 605

Accordingly, a share of these organizations and entrepreneurs will carry out trade or production and trade activities, in which expensive retail space is traditionally rented. The marketplace, as a platform that performs the functions of an electronic showcase, is able to reduce rental costs by offering its warehouses and logistics at a lower price. This is especially true for small and medium-sized organizations that are just starting their way, since the initial costs will be reduced through the use of an electronic platform. More and more domestic entrepreneurs are beginning to take advantage of such opportunities. So, in 2020, 91 thousand sellers were registered on the Wildberries site, in 2021 — 340 thousand, in 2022 — more than 500 thousand [3]. In 2020, 30 thousand sellers were registered in the OZON online store, in 2021 — 50 thousand, in 2022 — 150 thousand [4].

Thus, the main advantages of marketplaces are: 1) global availability of goods and advertising for potential visitors; 2) e-commerce platforms carry out most of the seller's

functions, which allows the business owner to focus finances and forces on the manufacture or purchase of a better and more competitive product; 4) the presence of an audience on the platforms that is ready to try new products. This is achieved thanks to the established reputation and trust of the site itself.

References

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REGULATION OF INTERNATIONAL BUSINESS IN THE REPUBLIC OF BELARUS

Регулирование международного бизнеса в Республике Беларусь

The emphasis on the regulation of international business at the level of domestic regions is natural, since the Republic of Belarus is characterized as a country with an open economy: the share of exports in the gross domestic product of the country is about 50 %.

Thus, the relevance of this topic is obvious, since international business in almost all industrialized countries largely determines the economic and social development of the state as a whole and is considered as part of an integral management system.

The purpose of writing this paper is to analyze the importance of international business in the Republic of Belarus, the specifics of doing international business in the regions of the Republic.