

References

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INCREASING THE COMPETITIVENESS OF AN ENTERPRISE FOR THE PRODUCTION OF COSMETICS ON THE EXAMPLE OF JV «BELITA» LLC

Повышение конкурентоспособности предприятия по производству косметики на примере СП «Белита» ООО

The popularity of the company's products among buyers is analyzed in this paper. The possibilities of increasing competitiveness in the market of Belarusian cosmetics are revealed.

The beauty products market is characterized by rather tough competition. There are many brands that make this product. However, not all gain the desired popularity and recognition of consumers. To improve competitiveness, manufacturers endlessly experiment with the release of new products, pay more and more attention to the advertising campaign, try to produce something innovative and truly unique.

In the modern world, cosmetic products have gained immense popularity. Eminent brands still remain in their leading positions. However, Belarus also has its own leaders.

According to statistics, women from Belarus use a small amount of cosmetics — an average of 18 products, 9.5 % of which are in regular use, and spend about 729 rubles per person per year.

Each consumer is guided by his preferences and the price of goods. Of no small importance for someone may be the composition of cosmetics. Someone focuses on expert opinion, and someone on the recommendations of public people and active advertising.

It cannot be said that the Belarusian market is overflowing with cosmetics brands. But a few manufacturers dominate. One of these is JV «Belita» LLC — a recognized leader in the production of cosmetics in the Republic of Belarus. The company has a fairly wide range of products. It produces not only care products, but also decorative cosmetics, albeit in the minority. Prices for goods are average and even lower, which simplifies the purchase and

minimizes the costs of consumers. The company is trying to launch new products on the market more often, as well as expand the target audience by producing lines for younger customers.

It is impossible not to notice that Belita places numerous promises on the labels of her products, encouraging her customers. If you rely on real customer reviews, then not everyone is satisfied with the quality of the products. Often, the compositions of cosmetics contain aggressive components, which in large quantities can harm sensitive skin. Perhaps this is the reason why the manufacturer should work on the formulas of their products. It would be necessary to develop the production of decorative cosmetics, which, perhaps, will attract new customers and will be a strong competitor to other companies. Also, do not forget about the production of men's cosmetics lines, they are extremely small in the company. In terms of packaging design, based on people's preferences, the company should make them more minimalistic. Laconic design has always attracted and will continue to attract. If you visit an online store, then it has not very convenient navigation and could look a little better, which can be fixed if the company's finances are invested in the development of the site. The management of other social networks also needs to be improved.

Companies should regularly provide feedback to consumers and follow trends in the world of cosmetics. In the production of cosmetics, the greatest attention of buyers is paid to the gentle composition of the product, therefore, in order to increase competitiveness, it is first of all necessary to recycle the composition of the funds, and if this operation is costly for the enterprise, then several product lines can be developed in accordance with the ratio of price and quality, such covering several groups of consumers at once.

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FEATURES OF DOING BUSINESS IN NORWAY

Особенности ведения бизнеса в Норвегии

Norway — The Kingdom of Norway is the northernmost state in Europe. Norway has a developed mixed economy with a significant proportion of the state sector in strategic industries. Norway's economy is considered one of the most developed and stable in the world. This attracts owners of foreign capital to place funds in local businesses to preserve and increase savings.

The purpose of our research is to study the features characteristic of entering the Norwegian market of foreign entrepreneurs, as well as favourable areas for employment.