

The absolute advantage of this application will be a pocket passport, which will never be washed, will not deteriorate and at the right moment a notification will come about the expiration of the visa or the need to replace the passport. Also, electronic data on the car: about your car insurance, timely technical inspection and driver's license. It's easier to show all this to a government employee with the help of a QR code than to search for the necessary documents in the salon. In addition to the convenience of use, you can see nearby gas stations or places where you can have a good rest or rest, with reviews and tips from local on them.

It is impossible to skip the obvious disadvantages such as security, charging the device and the availability of the Internet. In the modern world, the issue of personal data privacy is very acute, because even companies such as Google and Facebook have not been spared by hackers from attacks and subsequent draining of users' personal data. In our case, the data should be as secret as possible and encrypted from outsiders.

Also, there is another minus. This is the charge of a personal device. In any situation, there may not be an outlet or a portable power supply nearby, and the document is needed here and now.

The Internet plays a significant role; in some areas it may simply not be there or there may be a weak signal with which data is not always processed quickly.

From the above facts, we can conclude that the process of digitalization is convenient and even necessary in the modern society, but this opens risks for big problems from data loss and recovery to identity theft.

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FEATURES OF RUNNING ONLINE BUSINESSES IN BELARUS

Особенности ведения онлайн-бизнеса в Беларуси

Today it is generally accepted that Internet commerce is one of the few sectors of the economy that is developing at a rapid pace. Any miscalculations can lead to the fact that many online stores can be closed without having time to open again. The article discusses the features of the development of an online store in the context of the Covid 19 pandemic.

In recent years, the demand for Internet commerce has increased in the world and in the Republic of Belarus, which indicates a change in consumer preferences towards an increase in purchases in the Internet store rather than the purchase of goods in shopping centers. So, for example, well-known Internet marketplaces, such as Wildberries, Onliner and Deal, claim that by the end of 2021, Internet sales increased by 42 % and turnover

amounted to 4.5 % of all retail. But for comparison let's have a look at Germany, where the Internet sales turnover is 15–20 %. This may lead to the conclusion that many buyers refuse online stores for various reasons.

For example, the description of the goods in reality may not match the quality of the delivered goods in reality. The product in the picture may look beautiful, but when you receive it, you may see some defects or have a dull tint that is not the same as in the picture. Of course, the online store can either return money or replace the product. But the problem is that, first of all, a person loses time waiting, and if one product is replaced with another, there will be no guarantee that a better product will come. In turn, in order to avoid these situations, the owners of online stores must carefully ensure that the product is fully consistent with the description and picture, even if it will require additional money to be spent. Thus, the quality of service will improve, the client base will grow. Sometimes, it is better to spend more money on promoting a quality service in order to have a larger customer base in turn.

Another reason to refrain from online trading is the possibility of scams. To date, a large number of scammers have already been identified on the Internet, for example, there are so-called “clone websites” that have the same website design but differ only in the domain name of the site by a few characters. Fraudsters deliberately deceive people for insignificant amounts, because for a few rubles a person will not sue retailers, but will simply forget this incident — this is what the criminals are counting on. In this case, the owners of online stores need to carefully monitor the security of their sites. Protect your potential customers from scams, employ staff capable of closely monitoring hacker attacks, and monitor clone sites. Thus, customer confidence will increase, therefore, the customer base will grow.

Thus, the Internet store is considered to be a business that is ahead of its time. Despite the Covid 19 pandemic, online stores continue to develop and maintain a strong position in the service sector.

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