avatar is a model of a potential buyer for whom the product is designed, the company's development directions are developed. This image can help the company at various stages of work: the formation of a unique sales offer, the creation of a product line, etc.

At the beginning, company needs to answer the questions: Who exactly does the company want to help? Who will be positively affected by the company's activities? The ideal customer — what is it for the business? etc. Then, when drawing up the portrait, the answers to the following questions are taken into account in more detail — Who buy the company's product and who does not buy it? Why do they buy and why don't they buy? What is the key and decisive factor when a customer chooses a product?

Having the initial information, further analysis of the data obtained by statistical collection, etc., is carried out, which is the basis for creating an image. The company learns what exactly attracted customers to work with company. Such a deep analysis allows the company to know by what means it is possible to "get" to the client, to tell about the business, services and products. When a company has information about its customers, their preferences, problems and goals, it strives to perfectly and fully meet the needs of consumers, finding an approach to each of them.

A well-formed portrait of the "ideal" client can be equated with more effective advertising and promotion, and also better communication process with consumers. A properly created and developed portrait of the "ideal client" will help the business not only to focus on the key points, move in the target direction, but also to affect the needs of its client in the right and profitable direction for the business. Creating the image of the "ideal" customer involves constant improvement, addition, corresponding to the trends of the modern world in connection with the rapid changes in the world, and, as a result of it, changes in the needs, views and tastes of consumers.

Thus, effective marketing is impossible without information about the target customers. Knowing and understanding who the target customers are and what they want will help to increase work efficiency and, in the long run, recoup many costs.

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MODERN DIGITAL TECHNOLOGIES FOR BUSINESS DEVELOPMENT

Современные цифровые технологии развития бизнеса

In the modern world, innovative technologies are increasingly prevalent, which are of great importance in the development of science, economics, politics and the life of every

person. Global digitalization is also taking place, which is being introduced into various spheres of life and production.

Our research tells how modern innovations affect business restructuring the organization itself. This, first of all, is influenced by the transformation of all business processes using the latest technologies. But this is a complex and rather costly process that many companies can take as a challenge for their own growth.

With digitalization, there is a change in the format of the organization's work, as well as the need to optimize routine tasks and access to statistical and analytical information. There is a global automation of many processes of the organization, which facilitates the work of employees [1]. First of all, for the digital transformation of a business, it is necessary to determine the goals and objectives that will help in achieving a successful result, that is, reducing the costs of the organization and improving the quality of service. As part of the study, specific tasks were identified to achieve the main goal - the digital transformation of business, for this, the basic concepts of business development using the methods of modern digital technologies, their main aspects, as well as the essence, the process of implementation in business and the factors affecting this were found process [2].

The results of the work showed that there is no specific idea of digitalization in business, since IT technologies are still in their infancy in the economy, despite the fact that the development is quite fast. But still, I was able to analyze how exactly the introduction of digitalization into business takes place, and identified 4 main stages, that is, a possible plan for carrying out changes in the organization.

Stage 1: preparation. This stage involves a detailed analysis of the many processes of the enterprise, which will need to be reviewed and compared to what is predicted in the future with what was in the beginning.

Stage 2: defrosting. Here already there is a preparation of employees of the organization for carrying out changes. That is, familiarizing employees with the relevant plan, conducting the necessary training to work with new technologies, constantly monitoring managers for the processes of meeting the necessary requirements.

Stage 3: making changes. There is a consolidation of all internal changes in the company related to IT technologies and their global implementation. Already at this stage, it is possible to compare the initial situation in the company and the changes close to completion, that is, to understand how close the organization has come to fulfilling the goal.

Stage 4: freezing. There is a consolidation of all innovations in the structure of the organization. All goals and objectives must be achieved and close to the predicted plan. At this stage, we can talk about the complete digital transformation of the business.

As a result of the study, all tasks important for understanding the need to introduce modern digital technologies in business development were completed.

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THE MAIN FEATURES OF NEGOTIATION IN THE UK

Основные особенности переговоров в Соединенном Королевстве

There is a clear trend towards globalization everywhere in the modern world. Millions of entrepreneurs and businessmen conclude deals with foreign partners and investors every day. Thus, the object of this research is negotiation in the UK. The subject of the research is major features and rules of negotiating. The main aim of the following research is to learn the rules of conduct in business negotiations in the UK in order to avoid cross-cultural misunderstandings. The following tasks are set: to analyze how negotiations should start, to learn important points during the negotiations, to study different conversation techniques, and to identify how to behave after negotiations.

Business meetings remain an intrinsic feature of corporate life in the UK. Although the British have a reputation for respecting rules and for time-keeping, their cultural awareness provides some degree of tolerance when dealing with foreigners.

When conducting a meeting, the most important factor to keep in mind is the planning and preparation required to ensure that the meeting achieves its objectives. Therefore, the agenda of the meeting should clearly indicate who is invited, the place of the meeting, the date, time and what is expected to be discussed. One should also remember the "dress code": casual clothes should not be worn at a business meeting. The clothes should be stylish, but at the same time conservative and classic like formal suits in dark colors.

The traditional greeting among British managers is a light but firm handshake accompanied by a polite greeting. However, it is not normal practice to shake hands with or greet everyone on entering a room full of people. During the negotiation process, British business professionals often approach their work in a detached and emotionless way. They