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## **INFLUENCE OF BRANDING ON COMMERCE IN THE REPUBLIC OF BELARUS**

The object of the work is commerce in the Republic of Belarus. The subject is the development of branding in the Republic of Belarus. The aim of the work is to analyze the development of branding in the Republic of Belarus.

Apple, Gucci, Chanel, Lacoste, Zara, Mango. We hear these names almost every day. And all of us can say what they mean. These are brands that bring millions of dollars to their owners. The formation of a brand is one of the priority aspects of commercial activities at the present stage of market development. Brand is a term in marketing, denoting popular and legally protected symbolism of any manufacturer or product.

Nowadays, at a time of severe global competition for resources and consumers, many Belarusian industries are in need of their promotion, not only on foreign markets but also on domestic ones. We should promote industries to attract investments, tourists, highly qualified human resources and to increase exports. And all these can be done with the help of the technologies of marketing and branding.

A leader among industries in Belarus is light industry, whose representatives occupy the top place in the rating of national brands. The brand "Milavitsa" has become popular not only within the country, but also far beyond its borders and nowadays it is the main representative of Belarusian light industry on international markets and has become synonymous with "quality" in its meaning.

Another popular brand is "Conte", which is actively gaining popularity on foreign markets [1].

Among the reasons, why these two brands have become popular, we can name high quality of the products, affordable prices and efficient marketing strategies.

On the other hand, there is a big negative side: it is believed that Belarusian products should not only be of high quality, but also be offered at a low price. However, there are exceptions. For example, the Belarusian company "Nelva", which produces women's clothes, opened its own brand store in the shopping center "Okhotny Ryad" among the world famous brands such as Lacoste, Calvin Klein, Massimo Dutti, etc. And such brand as Milavitsa is presented in Khreshchatyk Street in Kiev near brands "Louis Vuitton" and "Gucci". Despite the relatively low prices, in this price range, no one perceives this product as cheap either on domestic or foreign markets.

There's still much to be done in the direction of the development of branding in the Republic of Belarus. And we consider that the main prospect directions should be the following:

1) development of roadside infrastructure in order to lower prices which, in turn, will make products more attractive to customers;

2) marketing strategies should be developed and implemented both by state authorities such as the Ministry of foreign Affairs, the Ministry of sport and tourism, the Ministry of the economy and private companies [2];

3) greater use of the Internet for advertising, for instance, creation of videos both in Russian and English and downloading them on the Internet.

We live in an environment where brands have become an integral part of our daily lives. A good brand gives to its owner, first of all, a stable market, which provides the opportunity of uninterrupted sales of its products in almost any economic conditions; and secondly, the ability, which guarantees the successful release of new products to market using their already established name.

### References

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2. Брендинг территорий Республики Беларусь как элемент развития регионального маркетинга [Электронный ресурс]. — Режим доступа: <http://rep.vstu.by/handle/123456789/3171>. — Дата доступа: 10.01.2018.

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## IMPROVEMENT OF MANAGERIAL SKILLS AND DISTANCE LEARNING

Nowadays in the contemporary services industry, there is undoubtedly a great deal of pressure on those in management positions. This pressure comes mainly from having to cope with considerable changes both from the internal and external environments. These changes are to do with the consumers of the services; with the changing demands of the professionals who operate the services as well as central policy and significant structural changes. Today's managers must be able to adapt to change; provide vision, principles, and boundary conditions, align people toward a purpose; set direction and strategy. As teams and partnership-working take on more and more responsibility, the manager's focus shifts from controlling and problem solving to motivating and inspiring. Of course, nobody can be good at everything. Developing management skills helps a manager to sharpen his/her focus on the critical areas and skills, it is *the subject* of our research.

There are many different training courses ranging from master classes to obtaining second or third University degrees aimed at improving management skills and upgrading the effectiveness of managerial decisions.