

Секция 2
ОСОБЕННОСТИ ВЕДЕНИЯ БИЗНЕСА
В СТРАНАХ И РЕГИОНАХ МИРА

АНГЛИЙСКИЙ ЯЗЫК

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KOMMUNARKA: RE-BRANDING AS A KEY TO SUCCESS

КОММУНАРКА: РЕБРЕНДИНГ КАК КЛЮЧ К УСПЕХУ

The modern world is developing at a rapid pace: new technologies appear, trends change, what is new today tends to be outdated and obsolete tomorrow. Therefore, re-branding as the subject of our research is very relevant and important for a successful operation of many companies, especially those playing on the market for a long time. Kommunarka, one of the biggest manufacturers of confectionery in Belarus, was chosen as the object of the study, it is one of the prominent companies with its rich history and unique brand. The goal of the research is to present the results achieved while implementing a well thought-out plan of re-branding.

The main consumers of Kommunarka's products are men and women aged between 18 and 55 with an average and high purchasing power. The factory focuses on different consumer categories. It produces luxury gift sets of chocolates as well as inexpensive products [1].

Nowadays, a steady increase in the competition growth observed on the confectionery market results from the creation of the Single Economic Space and Russia's membership in WTO. The main competitors are Belarusian factories (such as Spartak, Krasny Pischevic, etc.), Russia's and Ukrain's corporations.

Moreover, according to the Belstat, the sales rate of confectionery has declined recently and is about 97.4 %; the share of import products is increasing. In order to win such a "race", it's necessary to revise thoroughly the strategy.

Large-scale modernization of Kommunarika began a few years ago: as part of the optimization of the company's brand architecture, Depot WPF created two new brands – Plan B chocolate and "Zaodno" sweets, while such favorite brands as "Alenka" and "Sorvanets" acquired a modern and bright appearance. The long history of the factory and its adherence to traditional production recipes affect the look of its products, many of them looked rather conservative and as a result are not attractive for young buyers.

To win the younger target buyers it was decided to bring two new brands to the market. So, the Depot WPF team created the Plan B brand in the segment of chocolate bars.

The second joint project was the "Zaodno" brand. 13 kinds of chocolates with different fillings were produced under the brand. Each kind has its own number and its own illustrated history. Sweets are sold both in packages and by weight, which ensures the presence of the brand in two segments at once.

The next stage of optimization revealed a duplication of the target audiences of the brands "Lubimaya Alenka" and "Sorvanets". It was decided to reposition them by redesigning packaging. The brand "Lubimaya Alenka" is left for adult consumers. It retained the "Soviet" style of packaging. As the Kommunarika portfolio lacked a brand for children, it was decided to adapt the "Sorvanets" brand for young buyers.

The results of re-branding are the following. The share of Kommunarika in the segment of chocolate bars increased from 23% to 28%, the target growth is planned to be 30%. The share of the factory in the segment of chocolates has grown from 42 to 45%. According to the reports, the "Zaodno" brand takes an average of 4% share of the domestic market of chocolates. Brand Plan B – 3% of the market of chocolate bars. After the rebranding, the sales of "Sorvanets", as well as "Lubimaya Alenka", tripled. The share of "Lubimaya Alenka" in the segment of chocolate bars is 10% of the market (7% before rebranding), it is planned to grow up to 15%. In 2016, Kommunarika received a silver medal at the Prodexpo exhibition in the nomination "Best Product" for the developed formula of bitter chocolate "Plan B" with the taste of "cherry and pepper" [2].

To sum up, reposition and re-branding are effective tools, which help the companies adapt to the current market situation and take leading positions and the results of Kommunarika speak for themselves.

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PROSPECTIVE MARKET NICHE OF THE REPUBLIC OF BELARUS

ПЕРСПЕКТИВНЫЕ РЫНОЧНЫЕ НИШИ РЕСПУБЛИКИ БЕЛАРУСЬ

In the era of increasing specialization and increasing competence in any field, it is important for business success not only to correctly determine the market for itself, but also to find a very narrow area in it, a place that is not yet occupied or insufficiently used by competitors. It is important to find a so-called "niche market", where a new enterprise, a new production or type of commercial activity can become a profitable and sustainable business.

The meaning of choosing a niche market – to transfer the game to its own field (even very small), and then use the advantages that this field gives to any player. The niche of the market (from the Latin "nidus" – a nest) is types of businesses that are limited in scope with a sharply defined circle of consumers [1].

There is an opinion that in conditions of high competition and an unstable economic situation, it is very difficult to create one's own business in Belarus. However, there are such market niches in our country, which can bring success to new enterprises if they occupy it. The aim of the work is to identify perspective market niches of the Republic of Belarus.

The following tasks were set to achieve goals: to study general tendencies of development of the economy of the Republic of Belarus; to analyze the perspective markets of the Republic of Belarus; to explore the opportunities for enterprises to enter attractive markets.

The topic is relevant as identification of prospective market niches in Belarus can help many businessmen and individual entrepreneurs to take their place in the competitive market and implement their activities successfully. The development of the small and medium business sector is viewed as one of the tools aimed at solving