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ENTERPRISES IN DOMESTIC MARKETS

Development of the enterprise in domestic markets, there comes a time when the management of the enterprise seeks to conquer new niches and enter its foreign market with its products. Foreign economic activity of the enterprise is fraught with high risks, which can be mitigated by a preliminary assessment of the export potential of the enterprise. Assessment of the export potential of the enterprise should be carried out both when planning the start of export activities, and in the process of the enterprise in foreign markets. Enterprises that decide to enter the foreign market on their own must understand that development in this area will require financial, human, organizational and commercial resources. Enterprises that already operate in the local foreign market, over time, seek to expand sales markets, and for this they must identify their strengths and weaknesses, assess their opportunities to win new customers [1].

Under the export potential of an enterprise is understood the real or potential ability of an enterprise, determined by the totality of its production, financial, personnel and market potentials, to carry out trading activities on the foreign market under the influence of endogenous (internal) and exogenous (external) factors.

The following components of the export potential are distinguished: production potential, financial potential, human potential, market potential. The following economic categories are included in the export potential: competitiveness potential, export activity potential, industrial potential and financial potential [1].

The level of the enterprise's export potential will vary depending on the selected market. Based on this, we can define the local export potential. Local export potential is the ability of an enterprise, determined by the totality of its production, financial, marketing, innovative and market potentials, to carry out trading activities in a limited foreign market under the influence of external factors.

In strategic planning of export activities, the assessment of export potential is used for the following purposes: development of the concept of the main directions of export of products; drawing up a program for the development of export activities of the enterprise; comparing the export potential of an enterprise with the export potential of another enterprise; comparison of alternative export projects of the enterprise, etc.

There is a methodology for assessing local export potential. According to this methodology, the local export potential includes the following components: the internal potential of the enterprise, the success of the enterprise in the current market and the potential of the local market.

Factors shaping the internal potential are: production, innovation, financial factors and labor factors. Production and innovation factors include: product quality; compliance of products with international technical, sanitary and environmental standards; use of modern technology; the level of technological development of the enterprise (the intensity of improvement), etc. Labor factors include: highly qualified personnel; low labor turnover; high labor productivity, etc. Financial factors include: the availability of financial resources to study markets and promote products; the availability of financial resources for innovative development; level of solvency and liquidity of the enterprise, etc.

Factors of success of the enterprise (market factors) include: factors of success of the enterprise in the domestic market and experience in the foreign market. Factors of enterprise success in the domestic market, in turn, include: the capacity of the covered domestic market, profitability of activities in the domestic market and the reputation of the enterprise in the domestic market. Experience in the foreign market can be characterized by the following indicators: the profitability of export activity, the share of profit from exporting products in the total profit of the exporting enterprise.

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SECRETS OF SUCCESS OF RESTAURANT BUSINESS DEVELOPMENT

Restaurant business is a modern, perspective and fast developing branch of hospitality industry. But, as any other business, restaurant business also faces problems. These problems are caused by several reasons that may change from year to year, but there are some, that have remained unchanged for a long period of time. And the aim of the work is to highlight some of them and find out how to turn these reasons into benefits on the way of further improvement of restaurant business.

The first reason is competition. Nowadays, all over the world, there is a great variety of different eating establishments to choose from. And in order to stay competitive a majority of them try to serve as many customers as possible. From one side they want to do it cheaply and at a high level and from the other side they want to cover all their costs and make a profit. But it is not an easy task. For this purpose, the best idea for restaurants is to introduce some innovations [1]. Such innovations as intro-