

how economic resources are formed and distributed at the state level. For many enterprises, this condition is the most important criterion of their business activity. The approach to foreign economic activity, which can be used to conduct a generalized analysis of any transaction, is called systemic. In order to conduct an economic analysis of the company's activities, it is necessary to find an efficiency criterion. On this basis, a quantitative assessment of the company is carried out. Also, when choosing a criterion, it is necessary to observe all the principles of constructing indicators and take into account economic stability. Then, based on the data provided, general and intermediate indicators are calculated, a graph and a model are built, all deviations from the norm are calculated, a strategy is developed to eliminate problems that need to be solved in advance.

Regulation of foreign economic activity occurs due to the correct choice of the company's tools and favorable methods of influence. There are several methods of regulation: tariff, non-tariff (license, quota is the final cost of importing or exporting products, because of which it is impossible to exceed this cost). An important criterion of the company's tariff method is the customs tariff, that is, the duty. Thanks to two methods, it is possible to determine the amount of tax, for example: a certain value per unit volume of products; from the customs value of products as a percentage. After obtaining a license, the company can easily export or import products to the country, but only after paying for this license. The research results: a non-tariff method is usually used to regulate a foreign economic activity, and thanks to SWOT analysis and PEST analysis, all economic and political threats and opportunities can be identified.

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ENTERING THE INTERNATIONAL MARKET

Выход на международный рынок

The pandemic has brought many business processes online and increased the volume of e-commerce. But despite the pandemic, entrepreneurs need always think about sales markets. The international market is a very difficult, but valuable thing if one gets there right. And to enter the international market, a person should understand how to evaluate it and needs to find the audience and understand what to do with competitors.

The purpose of this article is to highlight the main stages that will help an entrepreneur to stay in the «game» and, moreover, to reach a new level.

Having analyzed various ways of entering the international market and studied the features and rules of entering the market in different countries, as a result, 5 main steps can be identified.

Step 1 «Market Assessment». The amount of 60 % of exporters started by studying market statistics. It is necessary to understand where the products will be in demand, in which countries what the product broadcasts will be appreciated. To begin with, a person can choose a market similar to the one they already know well. Or they can try to start working in a country whose market is close in characteristics (language, culture, etc.) to their goals.

Step 2 «Search for competitors». The goal is not to be better than the competitors, the goal is to be different from the competitors, to build up from them. The uniqueness that «native» customers value in an entrepreneur for may not work in the foreign market.

How can one find competitors? On the Internet through search engines: put yourself in the customer's place and try to find the right product or service. Survey of local market experts: find out who is the strongest player and what are its advantages. Monitoring of places of sale. In addition to direct competitors those who sell goods and services similar to yours there are indirect ones. They offer a different product, but they are fighting with you for one segment of consumers. For example, when opening online sales of cosmetics abroad, you should look not only for similar stores, but also for cosmetology clinics.

Step 3 «Content Adaptation». The amount of 52 % of consumers believe that the availability of a product in their native language is a more important criterion of choice than the price. And it is not just about translating content. Each country has its own cultural code, it is determined by the peculiarities of mentality, habits inherited from ancestors, local traditions of behavior. It should be taken into account when localizing.

What does brand localization include?

- Text translation, including naming. When entering the Asian market, the food delivery service used the name Food Panda and the image of a panda in the logo, since this animal symbolizes good luck there.

- Adaptation of images and marketing messages that are used in advertising. For example, the Jeep Wrangler car is associated with freedom everywhere. But in the USA it is a horse, an image of a cowboy riding off into the sunset.

- Selection of payment systems common in this country. So, instead of the popular Visa and MasterCard in China, China UnionPay is used.

Step 4 «Sales». Channels" Sales channels depend on your product, audience and other factors. Someone opens an international online store, and someone works through local distributors. Recently, marketplaces have become increasingly popular.

Marketplaces are trading platforms that sell goods and services of different sellers via the Internet. Examples of marketplaces: Ebay, Alibaba, Amazon.

Step 5 «Currency control». Currency control is the supervision by states and banks of compliance with currency legislation in the transactions of businesses and individuals with currency. To carry out any transactions with a foreign partner, a person needs to provide supporting documents, that is, pass currency control.

In conclusion, entering the international market is a risky step, but a business without risks is not a business. Once one takes a risk, they can reward a business with a world name.

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VIRTUAL TOURISM DEVELOPMENT AS A TREND DURING THE PANDEMIC COVID-19

Виртуальный туризм как новый тренд во время пандемии COVID-19

For the second year, the worldwide pandemic associated with the spread of the COVID-19 virus, has negatively affected one of the most relevant and rapidly developing industries in the world – the tourism industry. Today people are witnessing many changes: a sharp reduction in the number of trips, the bankruptcy of tens of thousands of hotels and travel agencies, empty tourist facilities. Over time, the world adapts to the existing conditions, and modern trends in tourism development are formed. These are the focus on domestic tourism, proximity to nature, special attention to safety and hygiene, combining leisure and work, focus on individual author's tours, as well as the development of virtual or 3D travel and excursions.

The topic of virtual tourism is relevant during the COVID-19 pandemic like never before. Virtual tourism carries a considerable number of advantages both for consumers of the service and for tourist destinations that use these technologies. And although the first virtual tour appeared in England in 1994, they have only recently become widespread. Today, virtual tours help to get complete information about the place of the planned vacation, with their help you can see exotic islands, sights and cultural centres, appreciate the charms of the landscape and thus decide whether to go on a real trip in this direction. Virtual tours help with the choice of accommodation and meals, they provide an opportunity to evaluate the interior, interior decoration, convenience of layout and view from the window. Even the brightest and most