

управлять отходами строительства и демонтажа, разделять материалы для их повторного использования или переработки. Это помогает снизить нагрузку на свалки и экономить природные ресурсы.

Развитие экологической устойчивости строительной продукции требует повышения осведомленности и знаний в этой области. Работники в строительстве должны быть обучены с учетом принципов экологической устойчивости, применения экологически чистых технологий и методов. Образовательные программы и семинары по экологии и устойчивому строительству помогают повысить квалификацию специалистов и распространить знания в этой области.

Эти способы являются лишь некоторыми из возможных подходов к повышению конкурентоспособности продукции на строительном предприятии. Конкретные методы и стратегии могут различаться в зависимости от целей и характеристик предприятия. Важно разработать индивидуальный план действий, учитывающий особенности конкретной ситуации и рынка.

Список использованных источников

1. Захаров А.Н., Зокин А.А. Конкурентоспособность предприятия: сущность, методы оценки и механизмы увеличения // Бизнес и банки. 2004. №1.
2. Криворотов В.В. Механизм повышения конкурентоспособности отечественных предприятий. Екатеринбург: УГТУ-УПИ, 2006.
3. Кудрявцев К.А. Способы повышения конкурентоспособности предприятий // Креативная экономика. 2010. № 12 (48). С. 123-128.
4. Лифиц И.М. Конкурентоспособность товаров и услуг. 2-е изд., перераб и доп. М.: Высшее образование, 2009. 460 с.
5. Портер М. Международная конкуренция. М.: ИДМ, 2010

References

1. Zakharov A.N., Zokin A.A. Konkurentosposobnost' predpriyatiya: sushchnost', metody otsenki i mekhanizmy uvelicheniya. Biznes i banki. 2004. №1.
2. Krivorotov V.V. Mekhanizm povysheniya konkurentosposobnosti otechestvennykh predpriyatiy. Ekaterinburg: UGTU-UPI, 2006.
3. Kudryavtsev K.A. Sposoby povysheniya konkurentosposobnosti predpriyatiy. Kreativnaya ekonomika. 2010. № 12 (48). S. 123-128.
4. Lifits I.M. Konkurentosposobnost' tovarov i uslug. 2-e izd., pererab i dop. M.: Vysshee obrazovanie, 2009. 460 s.
5. Porter M. Mezhdunarodnaya konkurentsya. M.: IDM, 2010/

© Ovcharova A.E., Nosko N.V., 2023

УДК 339.138

RECOMMENDATIONS FOR THE PROMOTION OF BATHING PRODUCTS OF MARK FORMELLE LLC IN INSTAGRAM

M.A. Rovnejko

Brest State Technical University
Republic of Belarus, Brest, st. Moskovskaya, 267
0101margarita@mail.ru

The article discusses the project developed by the author to promote the products of «Mark Formelle» in Instagram in the framework of improving the product policy of this business entity.

Keywords: innovative marketing, product promotion, product policy, increasing competitiveness, promotional video, banner, Mark Formelle.

РЕКОМЕНДАЦИИ ПО ПРОДВИЖЕНИЮ КУПАЛЬНОЙ ПРОДУКЦИИ ООО "MARK FORMELLE" В INSTAGRAM

М.А. Ровнейко

Брестский государственный технический университет
Республика Беларусь, г. Брест, ул. Московская, 267
0101margarita@mail.ru

В статье рассматривается разработанный автором проект продвижения продукции ООО «Mark Formelle» в Instagram в рамках совершенствования товарной политики данного субъекта хозяйствования.

Ключевые слова: инновационный маркетинг, продвижение продукции, товарная политика, повышение конкурентоспособности, рекламный видеоролик, баннер, Mark Formelle.

In modern society, women's swimwear is a marketing tool for promoting the image of an ideal body, which is now very popular among a wide target audience. In view of the relevance of this subject of consumer demand, the author has developed a project to promote the products of "Mark Formelle".

The purpose of the developments is to improve the product policy of "Mark Formelle" in order to increase the competitiveness of the enterprise, leading to an increase in the level of sales and, as a result, to social and economic efficiency.

The object of the study is "Mark Formelle" (a group of companies, one of the leading Belarusian manufacturers of women's, men's and children's underwear and knitwear, including swimwear).

The project for promoting the products of "Mark Formelle" (women's swimwear) consists of several points: creating a promotional video; creation of a banner; making changes to the profile of "Mark Formelle" in Instagram; making adjustments to the official website of Mark Formelle.

Consider proposals for making changes to the profile of "Mark Formelle" in Instagram.

When examining the profile, the author noticed that in the "Actual" section in the profile of "Mark Formelle" on Instagram there is no "swimwear" subsection [1].

On Fig. 1 shows the subsection "swimwear" developed by the author with the icon of a girl sitting in a bathing suit against the background of the sea:

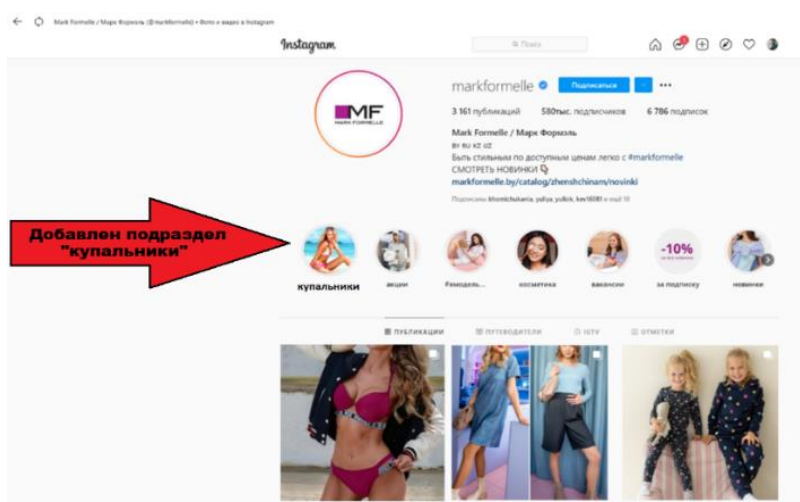


Fig. 1. "Mark Formelle" Instagram account after adding the "swimwear" subsection
Source: author's development

The next suggestion is to post up-to-date posts, as well as "carousels" of pictures with images of new models of swimwear, since at the moment there are no posts about swimwear in the profile of "Mark Formelle" on Instagram (Fig. 2):

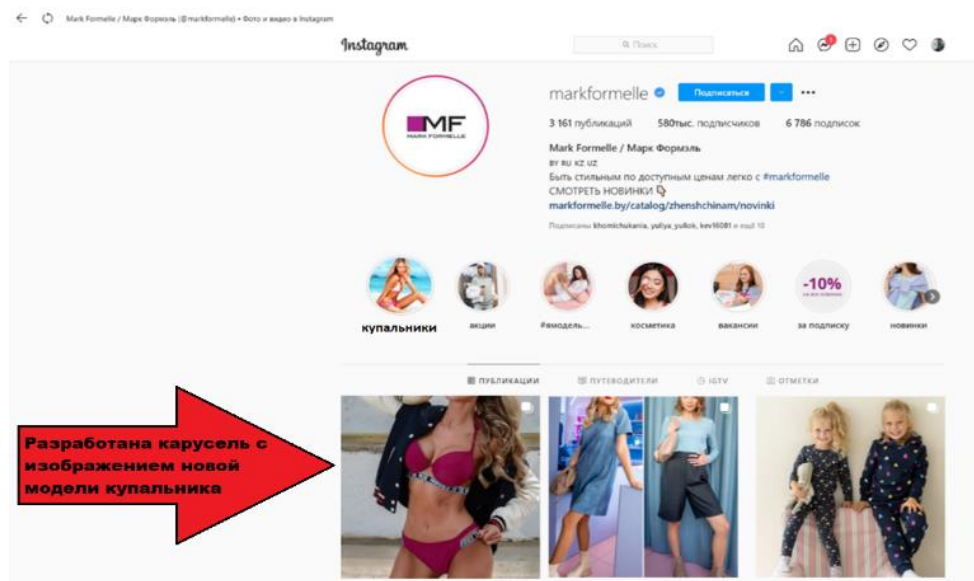


Fig. 2. Instagram account of "Mark Formelle" after adding a "carousel" of photos of the new model
Source: author's development

It should be noted that modern consumers are interested not only in the swimsuits themselves, but also in other items of clothing that could successfully complement the beach look. The tunic is the most relevant element of complementing a bathing suit. To this end, the author proposed to introduce this product into the range of bathing products of the "Mark Formelle" enterprise. This will attract a much larger number of potential consumers and increase sales and profits of the enterprise.

If the company decides to introduce beach tunics into its range, then this must be reflected in the Instagram profile and publish the corresponding carousel of photos depicting tunic models. The described "carousel" can be presented in such a form as in Fig. 3:

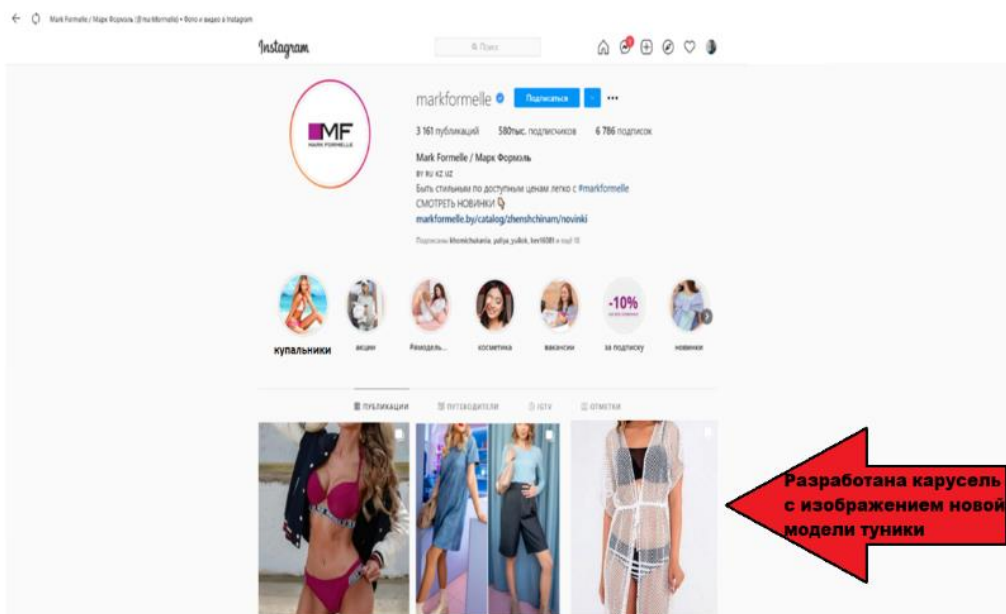


Fig. 3. Instagram account of "Mark Formelle" after adding a "carousel" with a tunic model
Source: author's development

It would be rational to place a bright post with a marine theme. Suggested text: "Are you ready for the summer yet?.." The personification trigger was used as an effective psychological technique. The color scheme is made taking into account the rules of sensory marketing. The picture for an Instagram post looks like this (Fig. 4):

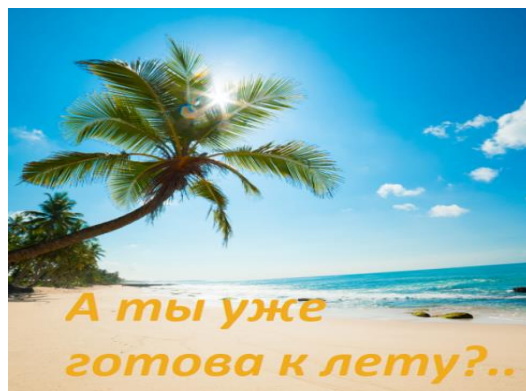


Fig. 4. Picture for the post in the account of "Mark Formelle" in Instagram
Source: author's development

This is how the "Mark Formelle" account on Instagram will look like after all the proposed changes (Fig. 5):

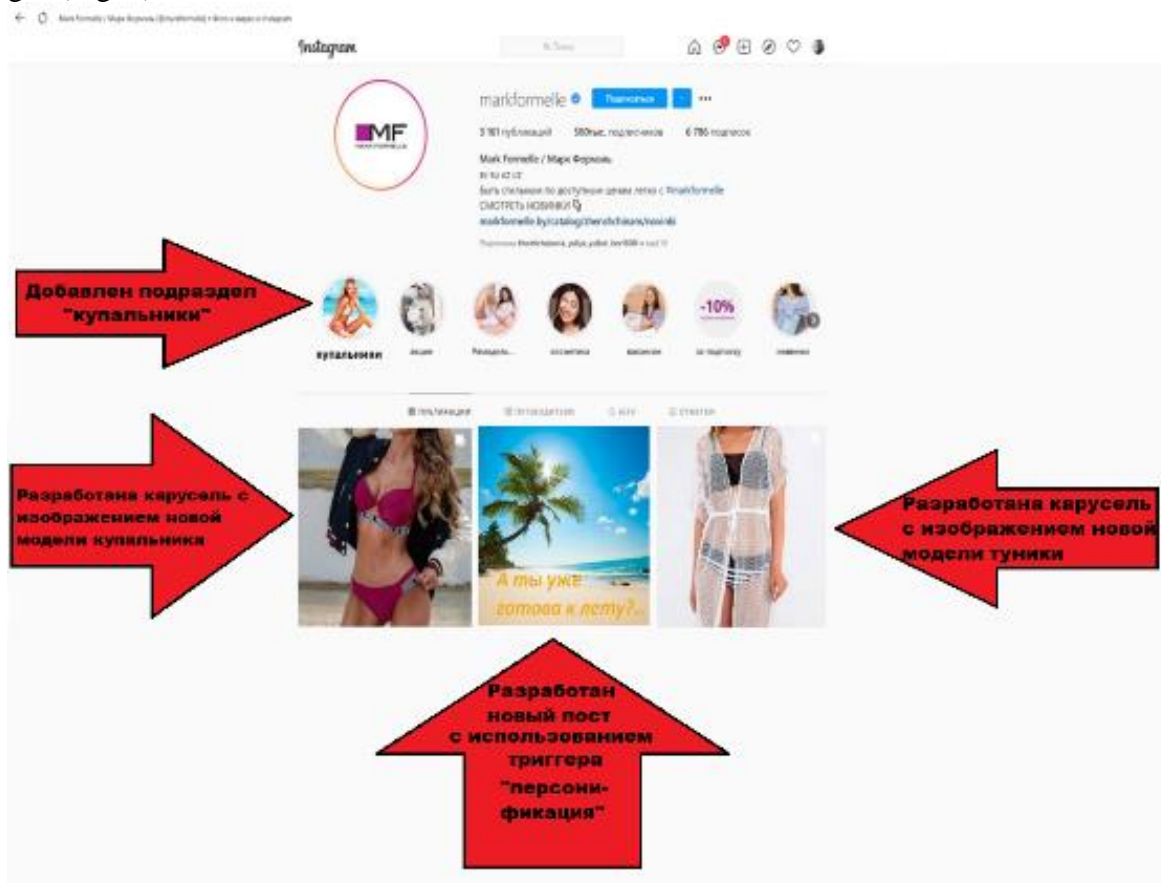


Fig. 5. Instagram account of "Mark Formelle" after all proposed changes
Source: author's development

It will be useful and rational to use hashtags under posts, which simplifies the search for information: #маркформель_купальники, #MF_купальники, #MF_собираемсьяна море, #MF_готовимсяклету, #MF_купальникиновинки, #MF_актуальныекупальники.

Conclusion. The recommendations developed by the author for promoting the women's

swimwear of "Mark Formelle" will lead to the following positive effect: the speed and ease of finding information about new products and collections of swimwear on the company's website; providing the consumer with the possibility of a detailed choice of the best swimsuit model; increasing the volume of the target audience by expanding the range of bathing products due to the beach tunic; the possibility of convenient acquaintance with information on new bathing suits and tunics through Instagram; attracting consumers by placing posts and banners using triggers and sensor marketing tools.

Using the recommendations proposed in the promotion project will allow "Mark Formelle" to increase the reach of the target audience, attract the attention of potential consumers, which will have a positive socio-economic effect.

References

1. Mark Formelle [Elektronnyy resurs] / Ofitsial'naya gruppa OOO «Mark Formelle» v sotsial'noy seti Instagram. Available at: <https://instagram.com/markformelle?igshid=NTc4MTIwNjQ2YQ> (accessed: 23.05.2023).
2. Mark Formelle [Elektronnyy resurs] / Ofitsial'nyy sayt OOO «Mark Formelle». Available at: <https://markformelle.by> (accessed: 24.05.2023)..

УДК 339:187.44

ФРАНЧАЙЗИНГОВАЯ ПОЛИТИКА СОАО «КОММУНАРКА»: ПУТИ СОВЕРШЕНСТВОВАНИЯ

М.А. Ровнейко

Брестский государственный технический университет
Республика Беларусь, г. Брест, ул. Московская, 267
0101margarita@mail.ru

В статье рассматривается разработанный автором проект рекомендаций по совершенствованию франчайзинга белорусского бренда СОАО «Коммунарка» в целях увеличения экономической прибыли предприятия.

Ключевые слова: инновационный маркетинг, франчайзинг, франчайзинговая политика, франшиза, франчайзи, франчайзер, Коммунарка.

FRANCHISING POLICY OF «KOMMUNARKA»: WAYS TO IMPROVE

M.A. Rovnejko

Brest State Technical University
Republic of Belarus, Brest, st. Moskovskaya, 267
0101margarita@mail.ru

The article discusses the draft recommendations developed by the author for improving the franchising of the Belarusian brand JOJSC «Kommunarka» in order to increase the economic profit of the enterprise.

Keywords: innovative marketing, franchising, franchising policy, franchise, franchisee, franchisor, Kommunarka.