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FEATURES OF MARKETING EVENTS ON THE INTERNET

Internet marketing is a set of measures for the use of all aspects of traditional marketing on the Internet: price, product, point of sale, promotion. Thus, e-marketing uses the same elements of the marketing complex – 4P (product, process, placement, promotion), but each element has its characteristics, consideration of which determines the main marketing tools in terms of the Internet.

Commodity policy on the Internet has its characteristics, due to the specific characteristics of the Internet audience. Within the framework of product policy implementation, Internet goods are planned and sold.

Successful implementation of product policy with the help of Internet technologies is due to increased demand for goods from Internet users. Among the main characteristics of the product, the policy is purchase ability, the value of the product, its price, quality, service life, shape, packaging, image, and brand.

Research on the main measures of marketing pricing policy on the Internet shows that cyberspace promotes new methods and forms of pricing. This is especially true for real-time businesses.

There are the main ways to set the price of goods for businesses operating on the Internet:

– Virtual auctions – setting the price within the Internet platform by raising from the minimum bid to the maximum from the auction participant.

- English auction - the host calls the offered price until there is a participant ready to cancel the last announced bid online.

- Dutch auction – the starting price is set high and decreases at regular intervals. The first participant, who agrees to the current price, receives as many goods at this price as he wants.

- Auction without the announcement of bids - each of the potential suppliers can make only one bid and does not know what the others are offering.

- Online rental markets are common in the digital market. The option of renting or licensing is the pricing process, which is based on a subscription to the resource. The company sells the right to use part of the information product created by it (for example, databases). The price of such goods is not based on the marginal cost of customer service or the total cost of its creation but depends on the total number of subscribers.

- Group pricing – individuals and organizations are grouped on special Internet platforms for joint purchases at lower prices (price "in the fold").

Among the advantages of implementing pricing policy on the Internet are the following:

- the possibility of applying individual pricing;
- the openness of information about the price level of competitors;
- the ability to offer goods to consumers at lower prices than in the offline business.

The marketing policy of distribution is carried out within the framework of planning, implementation, and control over the movement of products from producer to the final consumer while achieving maximum satisfaction of consumer interests and goals of the enterprise. The distribution policy on the Internet also has its features.

- Sales of goods via the Internet - can be fully or partially automated. The main tools used: Web-showcases, online stores, and online systems. These systems are used for trade transactions between businesses and consumers.

- Payment via the Internet - can be organized by the following means: payment by courier, payment by bank transfer, or payment via Internet payment systems and payment cards.

- Sale of goods through Internet intermediaries. Intermediaries in the sale of goods are trade rows, auctions, trading platforms, and information intermediaries. Particular attention should be paid to the latter, as the use of information resources (catalogs, various search engines, as well as projects specializing in providing information on a particular area) is an effective way to sell goods on the world wide web.

A special role among the components of the Internet marketing complex is played by communication policy.

Marketing communications policy is a set of measures used by the company to inform, persuade or remind consumers about their products or services.

These tools provide a completely new application in the field of Internet technology. Networked Internet communications form a fundamentally new institutional environment for e-commerce. Such an environment practically does not intersect with the traditional institutional environment, being outside the sphere of influence of the participants of traditional marketing relations. This concept defines the need to consider a set of marketing communications as a separate area in the field of e-commerce.

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МОЛОЧНОЕ ЖИВОТНОВОДСТВО – ПЕРСПЕКТИВНАЯ СПЕЦИАЛИЗАЦИЯ СЕЛЬСКОХОЗЯЙСТВЕННОЙ ОРГАНИЗАЦИИ

В Республике Беларусь перспективной и эффективной отраслью сельского хозяйства является животноводство. Наиболее развитое направление – молочно-мясное животноводство, которое обеспечивает до 60 % валовой продукции. поголовье коров во всех категориях хозяйств составляет более полутора миллиона, а годовой валовой надой молока достигает 7,5 млн тонн. В республике эксплуатируется 4115 молочно-товарных ферм, из которых 1638 новых и реконструированных. На них применяются современные ресурсосберегающие технологии содержания и кормления животных с доением в современных доильных залах или на роботизированных доильных установках.

Практически все сельскохозяйственные организации, фермерские хозяйства и население занимаются производством молока. Государственной программой развития аграрного бизнеса предусмотрено обеспечить реализацию молока на уровне 8,5 млн тонн, а экспортные поставки – около 4,8 млн тонн.

Производственное районное унитарное предприятие «Экспериментальная база имени Котовского», расположенное в