

Economics

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BRANDING DEVELOPMENT AT THE ENTERPRISE

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The article is devoted to the actual problem of modern Belarusian companies – branding development. In the work, the author defines goals and objectives of the brand, analyzes Belarusian branding, and identifies problems of modern enterprises in branding development. The author pays special attention to the development and implementation of brand book in the company.

The policy of branding forms a favorable image of the company in the consumer's mind, increases the competitiveness of the company and provides long-term business efficiency.

The advanced enterprises use new methods of market penetration more and more actively, so there is an increase in the number of brands that don't have significant differences from each other. This process complicates competition and causes the need of deep study of branding.

In the current situation it is topical question to clarify and systemize the basic economic categories of branding, examine the mechanism of formation of branding strategies that provides a comprehensive study of the external and internal environment of the company. It's also interesting to explore the perception of brands by the customers and evaluate the effectiveness of branding in the enterprise.

Theoretical, methodological and practical basics of branding are reflected in the works of many foreign and domestic scientists. Essence, classification, branding strategy, branding formation are achieved in works of H. Rudaya, J. Grinyuk, S. Rybchenko, Z. Makasheva, A. Godin, etc. Methodological foundations of marketing research of branding and evaluation of brand loyalty are reviewed in works of A. Chupris, H. Golubkova, I. Filimonenko.

However, in spite of many theoretical achievements in branding, it's necessary to note that there are not many practical studies in branding development at the enterprise. There is also the lack of algorithm of forming branding strategies. The leadership of the majority of Belarusian enterprises ignore new communication concept of marketing, in which branding is on the top place.

The process of creating long-term consumer preferences is considered as activities to provide advantages to the buyer of goods or services, their characteristics in comparison with similar goods or services, the formation in the minds of consumers persistent associations related to this product. These associations, as shaped connection of individual experiences in general, bright and stable picture of the interconnected representation of the consumer about the product, are called brand.

Brand is a name, term, design or other feature that distinguishes one seller's product from those of others [1, p. 28].

Branding is the activity of giving a particular name or image to goods and services so that people will be attracted to them and want to buy them [2, p. 39].

The main purpose of branding is to inspire favorable view of the goods to the buyer.

The objectives of branding are the following [3, p. 67]:

- to facilitate memorization of the goods, company;
- to help the customer in choosing a product;
- to symbolize the guarantee of quality and service;
- to stimulate the desire to buy a product;
- to improve the effectiveness of advertising and other means of communication;
- to strengthen the corporate spirit of the enterprise;
- to affect the aesthetic level of the enterprise.

Branding as a specific work process has an extremely multilateral and comprehensive character. Modern companies practice different approaches to branding development. Selection of specific mechanisms, tools and techniques are always determined by the objectives and features of the market environment. However, the systematization of practical experience in building brands allows to allocate basic directions in the development of brand identity.

There is general sequence of activities carried out in the process of branding [4, p. 72]:

- *preparatory stage* (market research, analysis, justification of actions);
- *projective stage* (development of the brand name, trademark registration, preparation of advertising campaigns);
- *implementation of the project* (introduction of the brand in the market and its development).

In Belarus branding is at the stage of development, maturation and formation. In the domestic market there are quite serious and well-known brands ("Milavitsa", "Gefest", "Savushkin product", etc), that lead to many market segments. For example, many Belarusian goods already have positions spontaneously formed brands. In Russia, you can hear such expressions as "Belarusian furniture", "Belarusian cosmetics", "Belarusian jersey" and "Belarusian shoes." For example, according to statistics of Yandex.ru during 2013 the word "Belarusian" was searched 5,952,415 times, mainly in Russia and the CIS. The most popular combinations of words were "Belarusian furniture" (198,976 times) and "Belarusian jersey" (173,223 times). This suggests that spontaneously created brand "Belarusian" exists [5].

At the same time, most domestic enterprises do not pay enough attention to the development and promotion of its own brand. In the West, for example, brands are considered the highest value of the company, they are called "religion of modern times." Belarusian manufacturers, going to foreign markets, face to strong competition of foreign brands, and even when the quality of the Belarusian products are better, consumers will prefer products of well-known brands. Note that even if the company "Mercedes" or "Toyota" declare that the consignment was sold with technical errors, consumers are loyal to these companies. Strong brand has so-called protective barriers.

First of all Belarusian enterprises should learn how to use branding technologies, and after that promote a recognizable brand in foreign markets.

The author proposes to start work on branding development with the creation and implementation of effective marketing tool - brand book.

In the classic sense *brand book* is a document that contains information about the philosophy, values, promoted by the brand. Brand book is mostly focused on work with partners, dealers and other participants in the process of interaction with the consumer audience [6]. There are two types of brand book: brand book of the company and brand book of a specific product (service).

Economics

Brand book performs a number of functions, namely:

- regulates the use of corporate style of the enterprise and its members in all aspects (work with suppliers and partners when advertising campaigns, etc.);
- gives general description of the company (goods or services): the goals, values, target audience, etc.;
- provides recognition of the brand through the unity in visual perception of the product or the company and the allocation of exclusive features;
- simplifies and standardizes the process of design of places of goods sale and design of business documents;
- facilitates the work of marketers who must clearly know the brand, which they promote (advertise).

The structure of the brand book is not universal.

The general scheme for constructing brand book can be offered:

- general description of the brand (philosophy, values, target audience, brand concept);
- logo book (logotype, proportions, specific colors, fonts, terms of use of the trademark);
- design of business documents (business cards, envelopes, folders);
- Business souvenirs (notebooks, diaries, pens, cups);
- advertising services (brochures, leaflets, posters);
- design of outdoor advertising (billboards, stands);
- advertising in the media (examples of acceptable and unacceptable construction of ad units);
- design of the office (interior, uniforms) [6].

Development of brand book is a structuration and systematization of materials created earlier. In order to get a quality brand book, all departments of the company should be directly involved in the development of those sections that correspond to their specialization (sales department prepares marketing concept, marketing department – the concept of promotion, etc.).

The author developed a typical layout of brand book on the example of OJSC "Polotsk Dairy Plant". The costs of development and implementation of brand book at OJSC "Polotsk Dairy Plant" are presented in the Table 1.

Table 1 – Calculating the costs of implementation the brand book at OJSC "Polotsk Dairy Plant"

Activity	Cost, BYR	Remark
Purchase of brand book	3 727 500	Developer - Studio "Logo", the rate of USD 10650 BYR, 15.10.2014
Spread the order to comply provisions of brand book	0	-
- compensation to the responsible executive for the implementation of brand book (employee of "Polotsk Dairy Plant")	4 200 000	According to the company, the average salary of an employee is 4 200 000 BYR.
- deductions from wages (34,6 %)	1 453 200	
Production of brand media	34 810 000	10% of the advertising budget per month. Implementation period - 10 months (starting from 01.01.2015 till 01.10.2015)
TOTAL	44 190 700	

Source: developed by the author.

The costs of development and implementation of brand book at OJSC "Polotsk Dairy Plant" are 44 190 700 BYR. Development and implementation of brand book is a centralized and systematic solution. It implies significant start-up costs, which subsequently repaid by optimizing future communication projects.

Using brand book, the organization takes a step on the way to success.

The agency "MPP Consulting" makes annual rating of the most expensive Belarusian brands. Thus, according to the rating of "BelBrend 2014" the following companies are on the top (Table 2).

Table 2 – The costs of leading Belarusian brands, 2014

Brand	Cost, million \$	Industry
Santa bremor	71,7	Foodstuffs
Babushkina krynka	69,5	Dairy industry
Milavitsa	68,2	Light industry

Source: [7].

The high cost of brands included in the rating is calculated on the market value of the brand, the company's performance, its position among competitors in the industry, the opportunities for further development and growth.

As a result of the research it can be concluded that branding is an important component of any enterprise, a symbol of commercial activity. The development of branding provides the company significant competitive advantages in the marketplace. The first step on the way of branding development is an implementation the brand book.

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ANALYSIS OF LABOR POTENTIAL IN BELARUS AT THE END OF 2014

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This article presents analysis of the labor potential in the Republic of Belarus at the end of 2014. The general state of the labor market of the Republic of Belarus has been reviewed, negative phenomena have been marked. A number of measures that would help solve the problems in the labor market have been represented.

In the modern world a man, opportunity and ability of each employee, the individual groups and society as a whole play the primary role in manufacturing. Based on the data study of labor potential key indicators we can see the "weak" points in economy and social policies and, therefore, we can define new directions and priorities for work. According to the data received for several years we can follow the dynamics of the main indicators and find out what was the cause of the increase or decrease of labor potential, and to avoid mistakes in the future. In addition the impact of labor potential directly affects the economic potential of the state as a whole which means that the considered issue is actual [1, p. 309].

The phenomenon of migration directly influences the employment potential of the state. In the 50s – 60s of the XXth century there was an excess of labor in Belarus, which could not be fully used by the republic's economy which became the cause of people's migration to other regions of the former USSR. Besides Belarus lost its population because of the exchange with the Russian Federation, Ukraine and Kazakhstan, as well as with some Baltic republics. Radical change in the external migration reduction occurred in the 60s XX of the century. The smallest migration percentage of Belarusians took place in 2000, at the moment this figure is several times lower, it indicates the stability in the economy and better working conditions in general.

Nowadays the concepts "human development index" and "human capital" are used to characterize the labor potential of the XXth century [2]. HDI of the countries is published by the UNDP in the annual "Human Development Reports." Now the Human Development Index for Belarus is 0.786. Having this index our country still holds a firm place in the category of countries with high human development. The main components of the index have risen too.

Generally the Republic of Belarus occupies the 53rd place in the ranking of the Human Development Index in 2014.

Apart from the high rate of HDI, measures taken by the Belarusian Government to ensure the employment of the Republic of Belarus allowed to maintain stability in the social sector, to improve the situation at the labor market, to reduce unemployment; contributed to the reduction of tensions at the labor market.