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Approximately 60 European clubs suffered from the crisis to some extent, and now "Newcastle", "Bologna", "Udinese" and "Roma" are on the verge of ruin. The football clubs had to take measures to overcome the crisis [2].

There was set the ceiling of salaries for the most "star" players. The transfer market did not undertake considerable purchases, the idea of creation of the League "G-14" was rejected.

Several countries have established a reserve fund to help severely affected by the crisis. All these measures are supported by UEFA. United company efforts of the clubs had a positive effect in overcoming the crisis.

Their stadiums are the first thing that can significantly affect the financial attractiveness and effectiveness of the clubs. European experience is demonstrative. The move of London Arsenal to a new Emirates stadium has caused significant changes in the volume of revenues of the club. After that Arsenal consolidated the 6th place in the ranking of the most profitable clubs in the world by Deloitte.

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OUTSOURCING AND ITS SIGNIFICANCE IN THE ACTIVITY OF CONSTRUCTION ORGANIZATIONS

ANNA KASHCHEEVA, SVETLANA KOSTJUKOVA
Polotsk State University, Belarus

The article considers the theoretical aspects of the concept of "outsourcing", the peculiarities of its use in construction organizations, the advantages of outsourcing in construction.

In general outsourcing is the organization's transfer of certain business processes or business functions to another company specializing in a particular area, on the basis of an agreement [1]. Outsourcing also means the way of formation of financial relations between the organization and the specialized organization-outsourcer, which possesses core competencies and a cumulative human capital, on the basis of the full or partial transfer of business processes [2]. Construction companies themselves understand outsourcing as the usage of external organizations in matters relating to the internal challenges with the aim of increasing focus on the solution of corporate issues [3].

Construction outsourcing differs from the industrial one in that it is the process of distribution of responsibilities of the construction firm between specialized companies, which.

Construction is a unique kind of economic activity, which has the following responsibilities:

- existence of a particular customer;
- unique construction projects;
- long-term construction projects;
- high cost of object construction;
- the seasonal nature of construction works;
- high capital intensity and others [4].

In the construction outsourcing is most frequently used to solve the following tasks:

- gathering of necessary initial permits;
- validation of preliminary specifications of a project and its approval;
- obtaining a construction license;
- purchase of building materials and supply management;
- logistics;
- accounting;
- personnel management;
- monitoring the progress of works and others [5].

The diversity of economic relations with the customer, suppliers of construction materials and others requires serious economic calculations, allowing to make the best decision on the justification of processes which should be sent to outsourcers.

The transfer of the above mentioned duties to outsourcers contributes to a significant increase in speed of execution of works and their quality, as regular employees of the company remain focused on their core tasks and outsourcer's staff have high qualification and rich experience in solving given tasks.

Outsourcing is widely used abroad for quite a long period of time. In the Republic of Belarus outsourcing is relatively recent. Besides, outsourcers get not only third party's responsibilities, but also some of major features of a construction organization.

Construction outsourcing is used for:

- attracting investors;
- implementation of design works;
- organization of advertising companies;
- search of the market outlets and sale of the object;
- maintenance after commissioning[6].

Thanks to outsourcing, projects become cheaper and profitability increases as highly specialized companies perform their work better and faster. Despite these advantages of outsourcing, the issue of economic evaluation of benefits for a construction company remains understudied. What would be more effective: to have your own specialists or to refer to specialized companies?

In order to correctly implement outsourcing, a construction organization must perform the following algorithm:

- 1) to analyze the market and find information about outsourcers;
- 2) to choose the most suitable candidate;
- 3) to discuss the details and to sign a contract;
- 4) to start outsourcing.

Having studied the essence and peculiarities of the construction outsourcing we may conclude that outsourcing lets you control the impact on financial conditions and on the cost of construction organization.

Summarizing the above information about outsourcing, we can allocate a number of advantages:

- the possibility to reduce the expenses for an organization;
- focus only on major issues;
- quick and quality work performed by highly qualified specialists;
- the possibility of job cuts, which leads to wage costs reduction;
- the possibility to reduce the cost of rental of premises for the staff.

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MARKETING OF THE FOOTBALL CLUB: STRATEGY OF PROMOTION ON THE MARKET

ALENA SHAMROVICH, ALIAKSANDR MATVIENKA
Polotsk State University, Belarus

This article is devoted to the marketing of a professional football club. In article we consider the main questions about specificity of sport marketing strategies and the principles of conduct of the leading football clubs in social media. Also we consider use of marketing principles on the example of football club "Barcelona".

Just a short time the sport was plain spherewhere people tried to find out who is "faster, higher or stronger". Gradually it became an instrument of public and international policy and therefore fans and part of businessmen, public figures, cultural workers started interesting in sport.

In the last century people used sport for political purpose. Now in the XXI century we can make a profit with sport. But it is very difficult process and not all people can do it. That is why we often hear about sport marketing.

"Football is a performance, but performance is show plus victory. The attackers are marketing specialists, which have a task to sell the show. The players in the middle of the field are the managers because exactly they accept the most important decision. And finally defenders are accountants who must ensure that we do not incur losses". Fabio Capello.

Today any kind of sport surrounded by a variety of stakeholders. Sports clubs want to play, win and earn. The visitors want to visit events, sporting goods want to increase sales. Sponsors want to promote their brands, channels want to broadcast rating matches. Successive steps each of this subjects aimed at achieving the set goals and belong to the category of sports marketing.

Football is not only a game in all over the world.

Today, football is the most real business and success in it as in any commercial enterprise depends on the financial situation of the clubs.

The aims of marketing football club is create the favorable conditions and atmosphere for investment, attraction the viewers to the stadium, sponsors and media outlets for cooperation.

Football club should choose the main directions of marketing activity or marketing strategies to achieve this aim. Now we consider some of them:

- the transformation the name of team in a full-fledged brand which can be connected with values and associations team, the history of the club, playing style, outstanding players and coaches, name and logo of the club;
- the transformation simple players of the team in the professionals who will be the important components of the image of the modern football brand;
- the development of systems work with fans, in which the club makes commercially passive viewers into active consumers of their primary (football) and related (attributes, souvenirs etc.) products;
- the involve the sponsor, the creation of associative links between the sponsor's brand and brand of the football club;
- the creation of news events, informing and involving the media group in the life of the club [2].

The main task of marketing specialists is attraction sponsors. But their relationships have to wear a mutually beneficial character. Large companies often invest in sport, because this is very popular today.

Money from sponsors can be used to payment of taxes, the modernization of the stadium, the training of youth and the player salary – it all depends on the generosity and budget of the sponsor.