

Reference

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EXPERIENCE OF CLUSTER DEVELOPMENT IN THE PEOPLE'S REPUBLIC OF CHINA

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Abstract. *The article considers the essence of the entrepreneurial cluster. Experience in the formation and development of clusters in China.*

Keywords: business cluster, small and medium-sized enterprises, cooperative relations, innovations.

The theory of enterprise cluster is a hot topic in the current theoretical circle. The reality shows that enterprise cluster is becoming or has become a new growth point of regional economic development in various regions, and the regional economic development drives the national economic development. In a word, the level of enterprise cluster development is becoming a vane of national economic development [3].

Enterprise cluster is a group of geographically close and interrelated companies and institutions, they are in a specific industrial field, because of the commonness and complementarity and gather together, is a new form of enterprise organization and industrial development, is an economic phenomenon in the process of modern industrialization. It has a specific "industrial connotation". The enterprises in the cluster show the basic characteristics of regionalization distribution, specialized management, marketization linkage and socialized cooperation, among which specialized management is the most essential characteristic. Typically, cluster members include upstream input suppliers such as raw materials, equipment, components and production services, downstream vendors and their network customers, as well as side-extending complementary product manufacturers, infrastructure suppliers, and technical and intermediary services. It is through the cooperative relations between a large number of enterprises and related enterprises in the cluster that the enterprise cluster forms a highly flexible professional cooperation network, which has a strong endogenous development power and lasting vitality [2].

In recent years, characteristic industrial clusters with large enterprises as the core and small and medium-sized enterprises as supporting facilities have been formed in many regions and industries in Fujian Province, based on household enterprises and specialized markets. They are mainly concentrated in Quanzhou, Xiamen, Fuzhou and Zhangzhou, with Quanzhou being the most prominent. Taking Jinjiang of Quanzhou as an example, there are more than 3,000 textile and garment manufacturers, more than 3,000 shoe manufacturers and more than 300 umbrella manufacturers in this county-level city covering an area of more than 600 square kilometers. The production of umbrellas occupies 38 % of the global market, and the production of confectionery accounts for 18 % of the national market. Jinjiang has obvious characteristics of industrial cluster. At the same time, the city has formed three major competitive advantages: one is the emergence of a number of cluster leading enterprises represented by Anta, Septwolves, Huanju, Heng 'an, Yack, around each leading enterprises have 200~300 enterprises to support it, has formed the form of "industrial cluster"; Second, a number of specialized production towns with industrial clusters have been formed, such as Chen-Tai-Town's production base for tourist sports shoes, Anhui Town's supporting leather processing base, Shenhu Town's underwear production base, etc. Each town has a large number of similar enterprises, showing a cluster pattern with distinctive manufacturing characteristics. Third, has been awarded the "Chinese shoes", "China instrument

industry strong county", to October 2005, the city has more than 15 Chinese well-known trademark, 18 Chinese famous brand products, two Chinese export brand products, has become "the Chinese brand", this for a local "action to help, help specifically helps" enterprise development laid a solid foundation [1]. The local municipal party committee and municipal government also invited experts from Shenzhen Jinfide Economic Management Research Institute to take a feel for the healthy development of the industrial cluster, and planned to concentrate on supporting 50 core enterprises in the next four years, and cultivate 40 "enterprise carriers" with an annual output value of 1 billion to 3 billion yuan and 10 with an annual output value of 3 billion to 5 billion yuan [1]. Five industrial clusters of "textile and clothing industry, food industry, building materials, ceramics industry, footwear industry, toys (stationery) industry" will be formed to enhance the local core competitiveness and promote the rapid development of regional economy.

Reference

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МАРКЕТИНГОВАЯ СТРАТЕГИЯ ПРОЕКТА «ПРОИЗВОДСТВО ОДЕЖДЫ ДЛЯ ЛЮДЕЙ С ОГРАНИЧЕННЫМИ ВОЗМОЖНОСТЯМИ ПОД БРЕНДОМ COMFI

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Реферат. В статье изложено обоснование маркетинговой стратегии продвижения бизнес-проекта, которое включает: SWOT-анализ проекта производство одежды для людей с ограниченными возможностями (ЛОВЗ) под брендом COMFI, ключевые факторы успеха, стратегию сегментирования, профиль целевой аудитории, товарную, ценовую, сбытовую и коммуникационную стратегии.

Ключевые слова: бизнес, бизнес-проект, маркетинг, маркетинговая стратегия, SWOT-анализ, люди с ограниченными возможностями.

Проведение маркетингового исследования показало, что социально уязвимые люди сталкиваются со следующими проблемами:

1. Нет отечественной одежды для людей с ограниченными возможностями, находящихся в положении сидя.
2. Простуды в результате нахождения в неподходящей одежде при неблагоприятных погодных условиях.
3. Неудобство во время надевания верхней одежды на парализованную часть тела.
4. Аллергия на некоторые виды тканей.

Чтобы устранить данный недостаток, возникла идея создания доступной и удобной одежды для людей с ограниченными возможностями под брендом COMFI.

В соответствии с методологией бизнес-планирования [1, 2], разработан бизнес-план обоснования эффективности бизнеса – производство одежды для людей с ограниченными возможностями под брендом COMFI. Определена миссия проекта – создание доступной и удобной одежды для полноценной активной жизни людей с ограниченными возможностями, а также защитными от холода свойствами материала и оригинальной фурнитуры.

Для анализа внутренней и внешней среды бизнеса провели SWOT-анализ, определили сильные и слабые стороны организации, а также возможности и угрозы. В качестве экспертов SWOT-анализа выступали 8 человек: 2 преподавателя УО «ВГТУ»,