

In the conclusion, the labour market in Belarus is developing under the conditions of complex demographic trends that affect the parameters of labor supply. Despite growth, the indicators of the economic efficiency of employment (labour productivity measured in terms of GDP per person employed, and real wages) show low values. The level of education remains a significant factor in providing employment opportunities to people and reducing their risk of unemployment. However, making an effective transition from school to work is an issue that has not yet received sufficient study and young people are becoming increasingly vulnerable in the labor market.

REFERENCES

1. The Economic Times. What is Labor Market. Available at: <https://m.economictimes.com/definition/labour-market> (accessed 04.04.2023).
2. rabota.by. Available at: <https://rabota.by> (accessed 04.04.2023).
3. praca.by. Available at: <https://praca.by> (accessed 04.04.2023).
4. belmeta.com. Available at: <https://belmeta.com> (accessed 04.04.2023).
5. European Training Foundation. Education, training and employment developments, 2020, pp. 3–4.

УДК 005.52:005:33

Student S.A. Ausianikava

Scientific adviser, teacher O.S. Antonova

(Department of Intercultural Communication and Technical Translation, BSTU)

SWOT-ANALYSIS: ITS DEFINITION AND USAGE

SWOT analysis is a framework used to evaluate a company's competitive position and to develop competition strategy. SWOT analysis includes internal and external factors, as well as current and future potential [1].

As you can see, the subject of this investigation is SWOT-analysis. What concerns the aim and the object of this work, they are next: the aim is to see how effective SWOT-analysis is on the example of Belarusian company “Conte-Spa”, so the object is company “Conte-Spa”.

There are 4 basis elements that should be contained in SWOT-analysis: strengths of the company and its weaknesses, opportunities and threats. As far as I made it clear what SWOT-analysis is, let's turn now to the stages that are made. Firstly, we should name the company and give a brief overview of it. I am going to do this on the example of “Conte-Spa”. The company “Conte-Spa” was founded in 1997. Today it is the leader in

Eastern Europe in the production of clothing, underwear, hosiery. The company has its own trademarks which are “Conte Elegant”, “Diwari”, “Conte Kids” [3].

The second step of SWOT-analysis includes making the SWOT matrix. It looks the following way.

Table – The SWOT matrix of Belarusian company “Conte-Spa”

Strengths	Weaknesses
Wide range of products Well-known brand Pleasant ratio of price and quality High-technological manufacturing Loyalty programs for clients Non-waste production Widescale production Production of demanded products	Strong competitors abroad Most of consumers are women Standardized goods Lack of investments Badly organized logistics to such counties as Greece and Cyprus
Opportunities	Threats
Extension of the market due to attracting new groups of consumers and conquest of new foreign markets Increasing competitiveness due to state-of-art advertisement Decreasing costs due to the usage of environmentally healthy synthetic threads	Failure of future advertisements because of bad company’s competitiveness compared to other companies Loss of foreign investments because of unstable economic situation Absence of details for equipment exported from other countries

The last stage is making conclusions. What concerns “Conte-Spa”, its activity on market can be described as effective but it still has a lot to do.

REFERENCES

1. SWOT Analysis: How To With Table and Example [Internet vresource] – <https://www.investopedia.com/terms/s/swot.asp>
2. SWOT Analysis: What It Is and When To Do It [Internet vresource] – <https://www.businessnewsdaily.com/4245-swot-analysis.html>
3. COOO «Контэ Спа» [Internet vresource] – <https://grodno-invest.by/residents/sooo-konte-spa/>.