

потери по рынку России. Анализ направлений продвижения продукции позволяет говорить об их разнообразии. Web-сайт используется для распространения информации об организации, продукции, консультирования, информационной поддержки клиентов. Интернет-адрес сайта указан во всех видах рекламной продукции организации и в традиционных видах рекламы. Однако сайту не уделяется должного внимания: информация обновляется редко, не в полной мере дана информация о продукции. Организация зарегистрирована на сайтах: Ibiz.by; All.biz.by; Export.by; Belarusinfo.by; Packbel.by; Bizinspect.by и др., принимала участие в 2 выставках, но в результате анализа выявлено снижение отдачи от рекламной деятельности в 2020 году, а, следовательно, требуется оптимизация усилий по продвижению продукции.

Повышение эффективности деятельности филиала может быть связано с выявленными направлениями расширения спроса на продукцию:

1) заявленный Правительством переход по замене упаковки из пластика на альтернативные виды материалов;

2) выпуск продукции с более высокими качественными характеристиками за счет добавления целлюлозы, интерес к которой проявляют производители продукции из Китая.

Оба направления перспективные. Для реализации первого филиалом приобретена установка для приклеивания дна бумажного мешка, а в результате исследования определены потенциальные потребители таких мешков для упаковки товаров в торговой сети ООО «Чашники Продмаркет». Второе направление может быть реализовано только за счет участия в китайской международной выставке импортных товаров и услуг «China International Import Expo» - выполнен расчет и экономическое обоснование участия.

УДК 338.22

THE CONCEPT AND TYPES OF INNOVATIVE STRATEGIES

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Innovation is the practical application of ideas that result in different new types of new offerings, like products, services, processes, and business models, intending to improve or disrupt existing applications or creating new solutions. More than 80 % of leaders at large corporations believe innovation is crucial for business growth.

There are many ways in which you can protect innovation:

1. Legal Protection. Depending on the type of innovation, it might be useful to patent your invention to monetize it and protect it from others. There also needs to be an understanding of the cost of patent protection. While the initial cost might not be as high, it can be that the legal costs to enforce possible patent infringements can skyrocket and make it harder for smaller companies to get their right.

It is also important to understand that not everything can be protected and patented.

While products, processes, and technologies are usually easier to be protected/patented, it's harder/impossible to protect software or business models.

2. First-Mover Advantage. Especially software companies make use of the first-mover advantage. A company that has a new process, new business model, or new product tries to get as much market share as possible while the competition is still developing its offering. This headstart gives the first-mover the advantage of incrementally improving the product. This way it's possible to grab a market share and offer a better product/service faster than others.

Innovation Management is defined as Standardization of terminology tools and methods as well an interaction between parties to enable innovation. There are two types of Innovation which are: Incremental and Radical [1].

Incremental innovation is one of the most common types of innovation used in an organization. It can be in the form of product improvement, process enhancement, or an extension to a market range. Innovation is usually incremental, gradual, and involves continuous improvements to the existing products, concepts, and services in the current market. There is nothing much change in incremental innovation. It is just slightly better than the previous version of any products and services.

Radical innovation is quite complex compared to Incremental Innovation. Radical innovation involves a complicated process involving more difficult and risky methods and often creates a new market.

Thus, the design of an innovation strategy is a continuous dynamic process, the basis of which is the choice of a potentially effective strategic solution for the enterprise.

The implementation of innovative changes requires a large amount of resources, a high level of knowledge of the management team and the availability of innovative capacity of the organization, and is also associated with a large number of new risks. Despite this, it is the construction of an innovative strategy for the development of an enterprise that contributes to obtaining a competitive advantage and the formation of such a strategic situation in which it is able to expand its market share.

LIST OF SOURCES

1. The benefits of incremental and radical innovation [Electronic resource]. – 2022. – Access mode: <https://innoverce365.com/the-benefits-of-incremental-and-radical-innovation/>. – Access date: 10.04.2022.