reserves to reduce costs and the ability to provide discounts to consumers of petroleum products. Profit maximization is based on the enterprise's desire to achieve a stable high level of profit from the sale of products and income from services in the long term. And in turn, market retention is achieved through the provision of benefits and preferences to consumers, the sale of high-quality oil products. To attract customers, the company uses modern marketing techniques: a wide advertising campaign is carried out through the media (print publications, television, the Internet) and through advertising campaigns ("face to face management", "fuel profitable"). The work of the "AZS-Service" system is constantly being improved.

RUP "Belorusneft-Vitebskoblnefteprodukt" takes part in tenders for the supply of petroleum products. Work is underway to develop new and expand old sales markets. Thus, the list of related products sold at filling stations is expanding, the corporate logos of RUE PO Belorusneft and Belneftekhim concern are widely used.

Conclusion. Thus, we can conclude that the formation of distribution activities is a complex management decision, since it directly affects all other marketing decisions. Enterprises pay special attention to optimizing the process of promoting goods, since the results of their economic activities largely depend on the correct choice of distribution channels for manufactured goods, forms and methods of their sale.

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INFORMATION TECHNOLOGIES IN THE EVALUATION OF A START-UP PROJECT

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Increasing the activity and contribution of innovative business to the innovative growth of the country depends on many factors, among which the ICT resource is currently important. Insufficient use of the potential of ICT hinders the growth of the effectiveness of startups, reduces their stability and survival. The importance of startups for the innovative development of the economy, the low level of business survival, the trend of increasing the use of ICT in all business processes and the demand for IT tools, the lack of development of easy-to-use algorithms and methods for evaluating the

effectiveness and sensitivity of a startup project for making business decisions by startups, predetermined the purpose and objectives of the study.

The purpose of the research is to develop methods and tools for assessing the effectiveness and sensitivity of a startup project in the MS Excel environment.

Material and methods. The study used modern scientific domestic and foreign literature, electronic resources devoted to mathematical methods and tools for evaluating business performance.

Findings and their discussion. The methodology for evaluating the effectiveness of a startup and its approbation in the MS Excel environment

In accordance with the business planning methodology [2, 3], an algorithm for evaluating the effectiveness of a startup is proposed, including the following implementation stages.

Stage 1. Selecting indicators for evaluating the effectiveness of a startup. The indicators for evaluating the effectiveness of a business project are defined in accordance with the regulatory document on business planning-Resolution No. 158 of the Ministry of Economy of the Republic of Belarus of August 31, 2005 "On Approval of the Rules for the development of business Plans for investment Projects" [1].

Step 2. Determining the source data. Based on simple calculations of the financial plan for each individual startup, the following indicators are calculated: the size of the initial investment in the startup; the calculation horizon; the discount rate [1]; the current costs of production and sales of the product by the years of project implementation [1]

Step 3. Calculation of baseline values of startup performance indicators.

The calculation is carried out in the MS Excel environment using the developed software application.

The proposed algorithm is implemented as a complete software application in the MS Excel format. To simulate the calculation of each of the four indicators of an investment startup project, appropriate modules have been developed, which are placed on separate sheets of the MS Excel workbook. Each module provides input operations for the initial data, as well as the calculation of the corresponding startup performance indicator and the formulation of conclusions based on the results. The mechanism for filling tables with data and calculating performance criteria is automated by means of a system for end-to-end addressing of cells with macro programming elements. To implement the calculations, formulas are compiled using built-in functions: financial, statistical, logical and mathematical categories. Controls and a hyperlink system have been developed to navigate between the application modules.

Stage 4. Analysis of the sensitivity of the criteria for the effectiveness of a startup project.

To analyze the sensitivity of startup projects, an algorithm has been developed that includes the following steps.

1. Calculation of performance indicators: net discounted income (NPV), profitability index (PI), dynamic payback period (DPP) when the following factors change: an increase in the cost of production and sale of products (works, services); an increase in the volume of initial investments in a startup; a decrease in sales (sales revenue).

2. Analysis of sensitivity indicators that characterize the sensitivity of the project for each of the factors.

When you enter different variants of the initial data values-the size of the initial investment, cash flows - into the template tables, the values of the main performance indicators of the investment startup project are calculated using the compiled formulas and built - in functions of the "Financial" category. By varying the initial values of the above factors, you can interactively obtain and evaluate the values of net discounted income, the profitability index, and the dynamic payback period of the startup in question.

The application was tested on the example of a startup project of the organization of a virtual eco-farm "i-FerMir", the head - Doctor of Economics, Professor. Yasheva G. A.

The criteria for the effectiveness of the business project under consideration and the indicators of their sensitivity to changes in the source data are presented in Table 1. In particular, the values of the startup profitability index (IR), close to one, show the boundary points of profitability of investing in a startup.

Table 1. Indications of the effectiveness of the eco-farm startup "i-FerMir»

Indicator	Basic version	Critical values of factors		
		Decrease in sales volume by 10%	Increase in production costs by 30%	Increase in the cost of initial investment by 20%
Initial investment, thousand rubles.	**18,000**			21,600
Sales volume, thousand rubles.	**96,000**	86,400		
Production costs, thousand rubles.	**37,200**		48,360	
NPV, thousand rubles.	**25,861**	18,639 <	17,354 <	22,260
PI	**1,44**	**1,04** <	**0,96** <	**1,03** <
DDP (year, month).	**1 y. 4 m.**	1 y. 7 m. >	1 y. 8 m. >	1 y. 7 m. >
The sensitivity of NPV, %		-2,80	-0,7	-0,7

* own development.

Conclusion. Thus, the methodology for analyzing and evaluating the sensitivity of a startup, implemented in the developed software application, allows you to interactively not only simulate various scenarios of project

implementation, but also determine the critical values of factors and, thereby, contribute to the development of effective business solutions.

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INNOVATIVE PROCESSES AS AN OBJECT OF LEGAL REGULATION

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Currently significant attention is paid to innovation processes, both directly at the level of enterprise management and at the level of state and national impact on this area of public relations.

Innovation is one of the main modern tools that ensure the economic growth of the state and increases its competitiveness in world markets. The transition to the postindustrial stage of economic development of states is taking place and an innovative economy is developing rapidly. But this transition is impossible without effective regulation of relations associated with the creation and implementation of the results of intellectual activity into production.

With the purpose of deep study and further development of innovation activities in the country it was necessary to identify the legal positioning of innovation processes.

Materials and методs. In order to identify innovative processes as an object of legal regulation theoretical papers of numerous authors were carefully studied. Innovative processes were not clearly described in the studied works as a legal object.

Findings and their discussion. Innovation takes a long time from an idea to a service or a product, set in production and brought to the market. All stages of product development from idea to implementation can be summarized by the term innovation process.

The following stages of the innovation process can be distinguished:
- basic research,
- applied research,
- marketing analysis,
- design developments,