

## Summary

**Subject matter:** Development and realization of the measures on the promotion of business on the basis of the exploitation of the potential of modern internet – technologies (on the example of “Mask”, ltd.).

**Author:** Oganisyan A.V.

**Supervisor of studies:** G.N. Mai-Boroda, assistant professor, chair of financial and economic and legal provision of management activity.

**Customer organization:** “Mask”, ltd.

**Topicality of the research:** In the last years the market of e-commerce is rapidly growing. If initially the Internet helped as find the required information, communicate with people via e-mail and other services, now, though, there emerge and rapidly develop more instruments of organization. These are in the first place the instruments of management of business-processes, personnel, systems of support of decision-making.

**Objective of the research:** is the realization of the analysis of the use of information and Internet-technologies in the work of the company and development of recommendations on the introduction of modern Internet-technologies in the work of the organization.

**Tasks:** 1. to examine the notion and forms of Internet-business and its importance for the development of business; 2. to consider the effectiveness of the use of modern Internet-technologies; 3. to examine the instruments of the Internet-business; 4. to conduct the analysis of the economic activity of “Mask”, ltd.; 5. to conduct the analysis of the information – technological provision of “Mask”, ltd.; 6. to develop-technologies with “Mask”, ltd.

**Theoretical and practical significance of the research:** is conditioned by the fact that the paper generalized the theoretical knowledge of –e-commerce and Internet-technologies. The developed recommendations on the introduction of modern Internet-technologies can be effectively used in “Mask”, ltd.

**Results of the research:** The use of Internet-technologies enables the companies to explore new markets, to cuts costs, to interact with the clients of the

company on a more individual basis, build quite new relations, change the image of business itself.

**Recommendations:**

- to develop the web-site of e-furniture shop;
- to realize the introduction and integration with the e-shop of technologies of y
- documentation;
- to promote the e-shop and brand as a whole