

## Summery

Graduation qualification work:  
« Creating a website as a tool for promoting online business  
in the field of selling bicycle products (design and creative format)»  
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**Key words:** website, internet, business, promotion

**Relevance of research.** At the turn of the XX-XXI centuries, virtual reality became one of the most serious factors affecting people's consciousness. Thanks to the emergence of new technological features, such as Web 2.0., RSS, blogs, the Internet has ceased to be a static phenomenon, as it was at the beginning of its existence. It has turned into a huge unified system that provides ultra-fast information transfer and gives people new limitless opportunities. It turns from a big toy for intellectuals into a full-fledged source of various useful information for any category of users.

It's safe to say that entrepreneurs, CEOs, marketers, and PR people have long realized that they can use websites for their own purposes. Those companies that actively use the Internet in their activities receive a number of competitive advantages. The head of the organization understands the following: "if you are not on the Internet, then you are not in business." Doing business in modern conditions without the use of information technology is not possible. The sharp growth in the popularity of online stores as such and the increase in the number of people who resort to online shopping allow us to consider the website as a good tool for promoting online business on the Internet.

This study focuses on the study of the website as an online business promotion, since this segment is the most popular in the promotion of individual products and services. In the face of fierce competition, small companies can be pushed out of the market due to the lack of proper promotion policies, so there is a need to create a website in order to attract a new audience, promote their products and services, and keep track of the company's rating.

**Target of research:** development of the website "Velotovary".

**Goals:**

- 1) Consider the structural and functional features of the site;
- 2) Identify the possibilities of the site as a tool for promoting small businesses;
- 3) Design the layout of the website " Velotovary»;
- 4) Develop and launch the website "Velotovary".

**Theoretical and practical relevance of research.** The theoretical and practical significance of the study lies in the fact that its conclusions create a theoretical basis for further study of the technology of creating websites in order to promote online business. The results and recommendations contained in the work make it possible to use them in the practical sphere as a guide for the development of any website

The practical significance of the research lies in the possibility of using the obtained data for the development of courses on creating websites and online promotion of goods and services.

**Results of research:** In the conducted research, all the tasks were solved: the functional and structural features of the site were considered; the possibilities of the site as a tool for promoting small businesses were identified; the layout of the website "Velotovary" was designed; the website "Velotovary" was developed and launched»

**Recommendation to:**

1. You need to clearly understand the ultimate goals of the website in order to take them into account when designing an online store. Having information about the target audience and the competitive environment, you can identify important elements of the site. Also, the analysis

of competitors helps to understand what you need to focus on when developing a website. For example, if an online store can offer a lower price than competitors, then you need to broadcast the idea: "Our price is the lowest" and add the module "Find cheaper".

2. You should position your company as bright and original as possible, in terms of design solutions. Since it is the design of the site that is the fundamental element on which the perception of the online store as a whole depends. By understanding how competitors position themselves, you can develop your own unique positioning and build on it all the sales of the store. Every detail in the design and interface should emphasize the positioning of the online store.

3. It is important to make unobtrusive reminders that the buyer is offered special conditions and discounts. Therefore, you need to create an online store website and think through the mechanics of its operation in order to correctly convey important information to the consumer. At the stage of purchasing the product in your personal account and when placing an order, you need to remind the buyer about the special status, and after making the purchase, you need to encourage them to become a regular customer.