

Безумовною перевагою вашого резюме буде висвітлення більш значущих досягнень, а якщо задіяти приклади з використанням цифр та відсотків (коли йдеться про результативність вашої роботи), тоді успіх гарантовано. Так, приміром, експерти з написання резюме стверджують, що речення типу: «Мені вдалося скоротити витрати на 23% за шість місяців» має більший вплив на читача, ніж, скажімо, «Я маю 30 років досвіду роботи у сфері продажу».

Програма сприятиме логічній та правильній організації матеріалу, проте, вона не реагуватиме на людський фактор: вміння розгледіти за рядками оголошення те, що насправді потрібно роботодавцю, і відповідно до цього заповнювати усі пункти резюме та мислити креативно.

Перелік використаних джерел

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START-UP STRATEGIES FOR STARTING A DOTCOM COMPANY IN UKRAINE

In the twenty-first century knowledge and know-how are the keys to success. According to Bill Gates “If your business is not on the Internet – you are not in

business". No doubt, the following quote is quite high-sounding. But we should admit that it has the element of truth. Dramatic changes for many companies are taking place in Ukraine. In fact, radio, television and even standard ways of selling lost their effectiveness. Especially in terms of entering such a giant market as internet marketing and internet business our Ukrainian market economy.

Our issue will concern

1. Dotcom origin,
2. Brief overview of leading online companies in Ukraine,
3. Strategies for creating a dotcom in Ukraine

Technology and globalization open up ever more opportunities for individuals and firms to collect information and conduct economic activity outside traditional structures. The modern representative of new technological era company is dotcom. But it should be mentioned that being intelligent, young, active, ambitious and aware of digital skills (комп. навички) is not enough to become an internet marketing guru and earn \$1 million. I mean to start and succeed in running the internet company you should be involved in constant process of developing personal skills, planning business strategies and what not.

1. To start with, dotcom is a company the business model of which is based entirely on work within the Internet. The rapid development of such companies began in the late 90's of the 20th century. It was like a dot-com boom: many investors assumed that a company that operated online was going to be worth millions. But, obviously, many dot-coms were not rip-roaring successes. As a result, many of these companies crashed, leaving investors with significant losses. In fact, the collapse of these Internet stocks precipitated the 2001 stock market crash even more so than the September 11, 2001 terrorist attacks. Nowadays we face the incredible market capitalization of companies whose business models are rooted in the Internet like Amazon, eBay, Yahoo, Kozmo and the companies that provide the technical infrastructure for Net companies (Intel, Microsoft, AOL). The rest of the

companies failed to become dot-com millionaires. Business experts consider such failure to be the result of ignoring fundamental rules of investing in the stock market, such as analyzing P/E ratios, studying market trends, reviewing business plans.

2. Ukraine is considered to be a newcomer in the sphere of internet business. But we have something to be proud of. For example, the Internet-supermarket Rozetka.ua. It is a number one online store in Ukraine. The company offers a wide range of electronics, home appliances and consumer goods from clothes to alcoholic beverages. The hustle and bustle had a very good supply of goods and convenient service, so they took the market. Revenues sink 300 million dollars a year on the basis of Internet marketers' research.

3. It's not a secret, that internet is full of online businesses of every kind. The competition of dot-com ventures is extremely high. So, tips for dot-com starting make it possible to start a viable online company.

A) One of the principal issues in starting a dot-com company is developing a business plan, considering carefully the costs of your products or services. Financial analysts have developed a number of tools to make your venture successful. The price-to-earnings ratio, or P/E, the most widely used metric. If it is possible, you may hire an accountant and a lawyer. I'm lucky, my father is a lawyer, so he advises me on issues like contracts, agreements, online privacy consideration.

B) The second essential factor in dot-com starting is having digital and web developing skills to make your e-company operate quickly and to have clear and user-friendly navigation system. Purchasing a reliable computer and having high speed internet connection are also significant issues of your success in this kind of business.

C) To my mind, the right choice of domain name for your dot-com is crucial to its success. Our experience shows that traditional abbreviations like *net./org.* and even *blog* work much better than *pizza. / photograph*, which can turn out

to be untrustworthy. You'll need to be creative to make a domain name other dot-coms do not have. The task is to create a catchy close to your brand domain name of not more than 15 characters. Moreover, you can use your location. For example, why not mention our unique and well-known native city? There is an internet site like **shutterstock** which can help you with images, pictures, music and what not.

The last, but not less important tip for setting up a dot-com is being connected with social media networking sites like Facebook, Twitter, Instagram. Let your domain name be always recollected in the minds of users.

To conclude, the start-up strategies we examined in our paper are supposed to help young people to run their own on-line company and earn money.

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