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