

RESUME

The topic of the final qualifying work is: PR tools for small business: regional particularity (on the example of the shop "Headgear").

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Relevance of research topic is chosen due to the demand for PR-support. In marketing, there are more innovative technologies that are adaptive to the Internet. In addition, the development of small business gains great popularity. Unexperienced companies need to unwind and bring to market competitive products and services. Typically, investments are not sufficient for promotion and that is why it is very important to consider promotion strategy, considering the most effective tools for PR.

It is very important to position the company favorably in a niche market by building its own image. While a small business primarily is paying special attention to PR-support to break out in the competition and assert themselves as soon as possible.

The aim of this study is to develop a relatively simple and not expensive, scientifically based PR-technology, advertising and marketing, for a successful small business.

The purpose of the study: To examine the role of PR as the basis of image formation of small businesses; analyze the tools of PR-activity, used for promotion of small business; reveal the specifics of doing business in the North Caucasus region; identify effective technology PR-support of small businesses on the example of the shop "Headgear".

Theoretical and practical significance of the study is that the findings provide a theoretical basis for further study to promote small businesses, methods of attracting attention to enterprises. Materials and conclusions of the work can be used in high schools to teach subjects such as "Public Relations", "Marketing", "Image logy", "Advertising".

On the basis of this work, it is possible to draw certain **conclusions**. First, the development of small business in Russia is becoming more common, but it is more difficult to "survive" in a fiercely competitive environment. It is therefore important to determine the policy of promoting the individual companies, which is the main task of PR-activities.

Secondly, PR-technologies affect the formation of the company image directly.

Third, the main task of PR-campaigns is to organize management activities that could lead to a profitable relationship between certain companies, small business, government and society.

Fourth, the Internet has radically changed the rules of PR. Many experts in industry believe that using the traditional techniques of PR-activity, it will be rather difficult to achieve success, and these techniques do not bring proper efficiency. Today's consumers are looking for simple and easy ways of getting information.

In the modern world the PR and advertising technologies have penetrated

into all spheres of human activity. But particularly in our regional system PR-promotion, advertising and marketing lay far behind of its development. Its growth rate should be increased both by the state and the creation of legal acts for the regulation of small and medium-sized businesses, and from businessmen who need to convey information about the importance and the need of public relations, as well as to prepare competent and qualified experts of the business. That is why you need to create a strong PR-support to appeal to such agencies that should look like ordinary, self-evident, and the help of experts should be complete and accessible.