INTRODUCTION

 Currently significant amount of citizens of the Rebuplic of Belarus permanently live in private houses or have suburban summer cottages. According to analysis, the value of this number is 31,2% in 2019. Compared to 2018, this number increased by 1%. It means that proportion of private houses is increasing. Based on this data we can conclude that the most relevant option for starting a business is creating an organization based on selling and servicing garden equipment and power tools which is needed to maintain country property in a good condition.

 Currently equipment of different manufacturers is represented on the market of the Republic of Belarus. Dealer networks of such famous world brands as STIHL and Husqvarna work successfully. In Belarus these companies are leaders by sales. In recent years budgetary brands, which have low cost for their products but in the majority of cases have low quality, has occupied some share of the market.

 Main problems of the implementation of entrepreneurship in this sphere are: falling incomes of population, a high level of unfair competition, and increasing competition by large constructional hypermarkets. There are some difficulties with staff employment – as commercial, as service centre staff. Staff with technical education, with concept about the device and about working principle of the equipment, and with work experience in this field, which is getting complicated because of narrow specialization, is needed in this sphere. In this situation searching of the employees, who were working in the sphere of forestry before with further education, might be possible.

 An important risk is seasonality. Peak demand is generally in spring (April-May), when the main work on country sites starts. At this time demand for lawnmowers, cultivators, manual garden tools increases. In autumn, when firewood gathering for winter starts, sales of chainsaws and power saws begin. During other months, especially in winter, demand from the customers decreases almost completely. Main consumers during this period are logging organizations. During this period most of enterprises in this sphere get Major income by the implementation of the power tool and other non-core products and services.

 Garden equipment rental agencies can be created on the base of the active selling organization. Such decision can increase the income and provide equipment for those who doesn’t have an opportunity to buy it or doesn’t need it in the permanent availability.

 A goal of writing a thesis is a business case and business administration of a draft on leasing of the garden equipment and the inventory on the example of PCUE “Lesstroyinstrument”, analysis of feasibility rate and results of financial and economic activity of the enterprise, calculation of the effectiveness of the under preparation draft rate.

 Object of the research – PCUE “Lesstroyinstrument”.

 Subject of the research – development and business administration of the draft on rent of the garden equipment of PCUE “Lesstroyinstrument”.

 Objectives of the thesis:

to make a research project on identification of features and perspectives of an agriculture development in the Republic of Belarus;

* to analyze the business environment of the enterprise;
* to optimize the extent of the project;
* to calculate economic indicators of the realizable project;
* to undertake economic and mathematical modelling of business processes;
* to justify technological provision of the business project;
* to develop employment protection measures and environment for under preparation project.

Methods of system analysis, comparative analysis, methodical techniques of financial analysis of the economic activity, analysis of the proposed financial documentation, analytical methods were used during the research.

Sources of information for writing this thesis are scientific and learning literature, recurrent publications, actual data, which was received on PCUE “Lesstroyinstrument”.

These goals of PCUE “Lesstroyinstrument” can be attributed as short-term:

* increasing the income;
* growth of the profitability of the enterprise;
* increasing the effectiveness of the advertisement;
* increasing qualification of the staff;
* attracting new customers.

 These goals of PCUE “Lesstroyinstrument” can be attributed as long-term:

* improvement of the financial condition of the enterprise;
* increasing the share on the garden equipment market;
* increasing quality of customer servicing.