

REAL ESTATE MARKET IN BULGARIA (ПРИМЕР РЕКЛАМНОЙ ПРЕЗЕНТАЦИИ)

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During our previous summer holidays we were in a very beautiful country, Bulgaria, particularly in Varna. We were shocked with its fantastic creativity, squeezing so much beauty onto such a tiny land-curious rock formations and mysterious caves; sunny seashores with golden sands, quiet coves and romantic capes; majestic mountains with fiery peaks, mirror lakes and shady woods full of scent. We spent really fascinating time there. You know that if a tourist visits any foreign country he certainly notices some specularities. What we noticed was a great advertising campaign of their real estate market. We saw it everywhere – in airport, in our hotel, while walking down the pedestrian shopping street crossing all city. You could buy there almost anything and if something was not available at the moment but you wanted it very much-efficient people would help you with great pleasure.

We couldn't even think that this kind of information would be really valuable for us during our English lessons, especially for our presentation.

Oh my god, you can't even imagine what happened to us when we heard this word-presentation, we had a little bit of experience on our first course but it was only the beginning, so we had to recognize what topic to choose. That was the main problem! You know, if you 're working alone it's no problem to think about the topic, but if you're working in a team, you have to make a choice together; first we wanted to present telephones, cars, other commodities, but we wanted our presentation to be interesting and the audience to listen to us. We became ill with our presentation, I can't say we had a real fever, but we were thinking about it every spare moment. One day we stopped thinking about it and decided to relax and to think about something more pleasant, we began to look through our photos that we took in Bulgaria and suddenly Marina cried: I've got a nice idea! What about presenting a real estate market in Varna! We thought that nobody had done it before us in the presentation here and we were absolutely right. So I think the main point of presentation was done: we choose the topic; then we began to prepare our presentation due to some hints for successful presentation that we learnt on our business lessons.

The most difficult part, in my view, was to make handouts, we made, but then we were told that not all of them were clear and appropriate-we put too much information on the audience. And we also didn't pay attention to a good rule of thumb: «To tell our audience what we're going to say, say it, then tell the audience what you're have said».

Nevertheless, we think that that kind of work was successful and will be really valuable for our future life and profession. I think and the students in

my group are convinced that we have learnt how to follow the rules of presentation, how to deal with people, how to convince the potential clients and, simply, to be efficient, persuasive in making our speech.

Every company has its own work methods and rules. Our policy is our clients. The rules and methods depend on you, we just follow you and make your wishes come true. The service is of the quality You want and with the efficiency you expect. Our purpose today is to put some of you in the picture of real estate market in Bulgaria, especially in Varna and more – to describe the basic trends in the constructing the house of you dream there. The advantages of the real estate market in Bulgaria, its further development could be explained by the following points.

1) Bulgaria is situated in Southeast Europe and occupies the eastern part of the Balkan Peninsula. It will fascinate you with its fantastic creativity, squeezing so much beauty onto such a tiny land – curious rock formations and mysterious caves; sunny seashores with golden sands, quiet coves and romantic capes; majestic mountains with fiery peaks, mirror lakes and shady woods full of scent; 2) Low crime rate; 3) Political stability; 4) Religious and ethnical forbearance, peaceful coexistence of different nationalities and cultures; 5) Forthcoming joining to the EU in 2007; 6) Gradual growth of economy and constant interest on the part of the European investors. 7) Very ancient country, rich in history and a circuit of the civilizations existing in territory of Bulgaria; 8) Location. All European countries 1–2 hours by the plane, 3 hours to Russia. Wonderful option to travel by car across Europe; 9) Climate. Rather moderate in every respect, there is no strong cold and strong heat; the climate is soft, in some measure damp, in some measure dry, rather useful to health. Temperate continental with clearly marked four seasons. A Mediterranean influence is felt in the country's southern regions. The average annual temperature is 10.5°C. The average January temperature is around 0°C. Average summer temperatures rarely exceed 30°C.; 10) Sea. The Black Sea; 11) Loads of restaurants with good quality, inexpensive food; 12) Very cheap real estate to the European price levels; 13) Breath-taking nature. On a photo it is difficult to determine where the landscape is: Italy, France, Spain or Germany. Mountains, valleys, woods, vineyards, lakes, rivers, the sea – a feast for the eye; 14) A number of excellent skiing resorts; 15) Variety of supermarkets, hyper markets and techno markets, including famous European chain stores; 16) Big car market consisting from both new and second hand automobiles from Germany, France, Italy; 17) Many business opportunities, you only have to seize them.

In Bulgaria and particularly in Varna, it is best to come and see modern Varna yourselves. It has everything that a modern city should – an interna-

tional airport, Seaport connecting with many countries, up to 10 hypermarkets, 3 huge technical trade centers, pedestrian shopping street crossing all city and a certainly long (more than 5 kms.) Sea Park designed more than 100 years ago. It is certainly worthwhile to explore this place, where Thracians, Greeks and Romans have left a trace of their culture.

Varna is the sea capital of Bulgaria and its history of creation can be traced back to 580 B.C., even earlier. The city is cosmopolite, major tourist centre and a concentration point for a lot of domestic and foreign businesses. With the forthcoming joining to the European Union in 2007, Varna will become more and more attractive to investors. The town occupies a territory of 3820 sq.km. in the north-east costal area of Bulgaria. It is divided into 12 communities and has a population of 445000 people – a figure, which almost doubles in the summer season will consist of 12 communities, 445000 inhabitants.

Almost everything and if something is not available at the moment but you want it very much – we will help you. Let's say you want to have a holiday home and visit the sea side only during your vacation. If you have a budget of 150 – 200000 EUR, you will be able to find a top quality property. If you have less than 100000 EUR to spend and you still want a first – class home, the best option is to build a house according to your needs and preferences. By the time of your next summer vacation your house / 200 sq.m. with the garage/ will be completed in conformity with your requirements. You will just have to chose your furniture and than you can relax and enjoy the sun!! You can of course buy an already completed house or an apartment to 100000 EUR, but you shouldn't expect it to be modern and luxurious. You can of course choose to buy old property and invest some money to do repairs.

Let's say your budget is 60000 EUR. For this amount of money you can buy property in broad –center area of Varna, with good location and area about 80 square meters. However, you have to be prepared to do some repairs – change windows, put new tiles and 99 other works and refreshments. If you don't mind your home to be about 20 – 30 km from Varna, you will have more options and better chances to find a nice home. In villages up to 40 kilometers away from the sea and/or Varna, the prices are lower and you can find a very nice house with spacious plot for up to 100000 EUR. In case connections are good and roads to Varna in fine condition, distance from the sea won't be a problem. Moreover, it is always great to wake up and see a green forest through your window. Again, if you have your own idea for a house, then our advice is: chose a plot and build. 100000 EUR will be enough for a house with 100 square meters living area. The price range 30–40000 EUR or less: You should know that for this price you can't find a home

ready to live in but don't worry! There are many unfinished houses that you can buy and with some extra money / 10–20000 EUR/, you can make beautiful homes out of them. The reason we have such offers on our web site is very simple: the previous owner had some good ideas about a house, but he didn't have funds, sufficient enough to make these ideas come true. To purchase a house in that state of condition is a good investment because after some finishing work and repairs, the price of it can triple. Apartments at that price – 30–40000 EUR we don't offer to our clients. You just wouldn't like to live in the areas where the prices have remained at this rate.

In general, Bulgaria is a place with fantastic nature and many ecological areas. The fresh air and green landscape which become very hard to find all over the world are still ample in Bulgaria. The country is not big and those small, green villages are only 20–30 kilometers away from busy towns with many shops and supermarkets. Don't let yourselves be just passive observers of what is happening on Bulgarian real estate market!!! Don't just sigh when you are looking at the photographs of marvelous houses others have bought!!! Be sensible and wise – invest in a house in Bulgaria and let the others sigh! You cannot lose – what you now find a bit expensive will cost double in a year and your neighbors and friends will be very jealous when you tell them how much your new house cost a year ago.

No one can say in figures how much more the prices will go up but one thing is for sure: the tendency has one direction – up. There is no way to lose and the sooner you contact us, the more profit you will make.

УНИФИКАЦИЯ ЭЛЕКТРОННЫХ ТАМОЖЕННЫХ СИСТЕМ: NCTS- НОВАЯ КОМПЬЮТЕРНАЯ СИСТЕМА ТРАНЗИТА ЕВРОПЕЙСКОГО СОЮЗА

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Ключевым элементом реформы транспортировки грузов является перестройка на электронную систему обработки данных. Современные таможенные органы должны идти в ногу с устойчивыми изменениями в области предпринимательства, так как с работоспособностью компьютерных систем и электронной передачи данных обеспечивается и эффективное управление. В то же время бумажная обработка содержит в себе значительные недостатки: остается возможность обмана (метод не дает полной прозрачности), а также не регулируются спорные моменты в некоторых ситуациях. К тому же возрастает финансовый риск для всех участников (прежде всего главных ответственных лиц, генерального исполнителя обязательств, таможенных органов) и снижается надежность