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**LAUNCHING A NEW PRODUCT ON THE MARKET:  
THE COMMUNICATION ASPECT**

Diploma work  
ANNOTATION  
Specialty 1-23 01 15 Social Communications

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## ANNOTATION

The volume of the diploma work is 47 pages and includes 2 appendices 30 sources used.

Keywords: reforestation, sedlin 600 seed sowing lines, marketing strategy, launching a new product on the market, target audience, competitive analysis, innovative equipment, chinese-belarusian production.

The purpose of the work is to analyze the introduction of a new product to the market on the example of LLC «Innovatek».

The object of the study is a new product.

The subject of the study is the introduction of a new product to the market.

The structure of the work includes an introduction, two chapters, a conclusion, a list of sources used, and appendices. The first chapter discusses the theoretical aspects of bringing a new product to market, and the second one develops a communication strategy for «Innovatek». The appendices contain additional materials confirming the results of the study.

The conducted research will allow «Innovatek» to form a clear action plan for launching a new product on the market, minimize risks and maximize commercial efficiency. The results of the work can be used not only for the current project, but also for the development of a long-term marketing strategy of the company. In addition, studying the competitive environment and analyzing the target audience will help identify the unique advantages of the product that can be used in advertising campaigns. This will increase brand awareness and strengthen its position in the market. The first chapter of the study reveals the theoretical foundations of bringing new products to market, analyzing modern marketing approaches to promoting innovative equipment and the specifics of working in the markets of Kazakhstan, Russia and Belarus. The second chapter presents the practical development of a marketing strategy for Innovatek, including the analysis of the competitive environment, the creation of a unique sales offer and a comprehensive promotion system.

The conducted research allowed us to conclude that there is a need for an integrated approach to the launch of a new product, combining technical adaptation of equipment, thoughtful positioning and communication strategy.