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## **MODERN TRENDS IN THE BUSINESS DEVELOPMENT IN THE SPHERE OF DESIGN**

The rapid and evolutionary development of scientific progress, which results in consistent improvement of equipment, technology, product quality, production organization and increase in their efficiency, contributes to the active development, mutual integration and emergence of new business technologies in entrepreneurship.

The expanding role of design in business is associated with its ability to influence every aspect of customer interaction, forming both physical and emotional connections between the brand and customers. Let's take a look at a few more important aspects and trends that are changing the design industry and turning it into a significant business component.

Modern design trends are constantly changing under the influence of new technologies, trends, demand, and innovations. Today, design is one of the fastest growing industries in the world. One of the key aspects of the development of modern design as a business is its digitalization. More and more design companies are switching to digital platforms, using automated tools to develop projects and optimize processes, which allows better sales.

The shift in focus from mass production to sustainability is encouraging the emergence of new business models such as the Circular Economy. Design plays an important role in this system, helping to create products that have a long life cycle and can be recycled or reused. For example, this includes the use of materials that can be easily disassembled, repaired, or disposed of without harming the environment. A circular design approach encourages businesses to develop products that minimize waste and can help conserve resources.

To develop a business in any field, it is now necessary to constantly learn new things, be mobile and adaptive, use technology and expand services. We are now living in a time when technology is replacing people. And in design, unfortunately, we observe this kind of process. The application of artificial intelligence in business development involves its use for brainstorming ideas, especially for those who lack creativity, AI can

be a valuable tool for revolutionizing business development and creating new opportunities. You can also use artificial intelligence for competitive intelligence, market research, and even lead generation. But don't forget that AI can both help and harm your business. It is used to create designs in various fields. It certainly helps to reduce development costs, shortens project development time, and expands design capabilities. But we shouldn't forget that artificial intelligence can't always create the proper design. Only a human designer is able to meet all the requirements.

Also, design companies are now increasingly entering the global market with wide access to international platforms and a large number of foreign clients. This helps to develop in different directions and is a great component of business development. In times of war, entering the global market is a great opportunity for development. Many businesses are suffering heavy losses, and this opportunity is their salvation. By reaching a different level, they can sell themselves to a wider audience and develop.

In today's world, design is no longer just an aesthetic part. It has turned into an important business tool that can influence brand development, increase sales and provide a competitive advantage, or be a separate part of the business. Nowadays, more and more designers are collaborating with other industries, such as science, technology, art, and business. This allows them to create new products and solutions that combine aesthetics with functionality and technological capabilities. For example, new materials based on biotechnology are emerging in the fashion industry, allowing the production of clothing from biodegradable materials.

Companies are increasingly required to be agile, responding to the changing demands of the workforce and the changing nature of modern work. The influence and importance of digital platforms and technologies in business is also growing, with companies relying on e-commerce and social media to interact with customers, and new technologies providing more and more opportunities to increase efficiency. Social media is increasingly becoming an impetus for business development. After all, where would a modern person be without the Internet? Therefore, social media management is a key aspect in the development of companies. Designers should take into account the peculiarities of each digital platform and create content that can easily adapt and remain attractive in any environment.

Thus, design is a powerful tool that allows companies to meet the needs of modern consumers and adapt to global challenges. At a time when technology is changing at an extraordinary rate, design remains the link that combines functionality, innovation and aesthetics into a harmonious product or service. Due to the constant development of technological innovations, environmental trends and changes in consumer expectations, design is becoming a key factor for innovation, implementation of new business models and creation of a sustainable future for business.

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