

[Name of the Writer]

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## International Market Growth on Black Friday

### *Introduction*

Black Friday in United States of America is the day when country's most shops offer buyers huge discounts on their products. The Black Friday in America, which always happens on the day following Thanksgiving holiday, date celebrated in the US and this year, will be on 28 November. For global online shoppers, this is a great opportunity to buy cheap in major online stores of the country. As for the retailers, the action is the great chance to clear inventory to receive the products for Christmas sales (Soule, 2013).

Buy for the Black Friday is a great option to stay quiet and spend little with Christmas presents for example. Queuing in physical stores or stand behind the competitive offerings of online shops for international customers during Christmas can be exhausting due to weather and availability of products. In 2012, sales records, billing and number of participating stores came to confirm the adhesion of Black Friday by an international survey. Although a considerable number of complaints against stores that "beautified" products prices, Black Friday, on the other hand, proved that the real offers and advantages for purchases can stand out more (Soule, 2013). According to a survey conducted by Clear Sale, Black Friday added, only last year, and US \$ 424 million for e-commerce from domestic as well from international market (95% increase compared to what was completed in the previous year, which recorded R \$ 217 million).

### *Discussion*

In the United States comes one of the most anticipated days of the national economy - Black Friday. That's what is called in America Friday after Thanksgiving - one of the main major holidays of the country, which by tradition is celebrated every third Thursday of November. Custom arrange pre-Christmas sales on this day was established in the 19th century, but the name itself - Black Friday - appeared only in 1960 in Philadelphia, due to large traffic jams that have arisen due to the Thanksgiving Day (the day all Americans go to his family and close) and the subsequent Christmas sales (Bell, 2014, pp.235-251).

But there is another version of the name. Earlier, before the advent of computer programs in accounting, in the books of red ink recorded expenses and income black. Thus, Black Friday - a day of big gains for many entrepreneurs. And this is difficult to disagree, because it really is a day when the pockets are empty of customers, but retail chains receive huge revenues. For the sake of the most significant day of the year cash stores on Black Friday open much earlier than usual - about 5-6 hours in the morning (Soule, 2013). A number of national retailers are opening the door to particularly eager buyers even at midnight. People usually line up already for a few hours before the opening, because the first buyers stores offer huge discounts - up to 90%.

People with no less eagerly waiting for Black Friday and many analysts of financial firms on Wall Street from the industrial sector and the state apparatus. It is reasonably believed that Black Friday is a kind of indicator, where you can almost accurately determine the state of consumer demand, which, in turn, makes it possible, taking into account other factors to determine the "average temperature" of the entire economy. It should be noted that, along with other data, Black Friday shows the gradual growth of the US economy in recent years. If the

crisis in 2007 shopping on Black Friday do 147 million people who spent \$ 34.6 billion, in 2010 through the shops have passed 212 million customers with total spending by \$ 45 billion. Well, in the past, in the whirlpool Black Friday “dived” 249 million shopaholics, and total ticket outlets exceeded \$ 61 billion (Swilley, 2013, pp.43-50). According to current projections, this year the number of buyers must be at least 260 million people, with a total purchase of \$ 70 billion.

The growth of the US economy, according to many experts, is a positive signal for the entire global economic system. After all, who would not say that, it is the US economy, the real sector of the production of goods and services by more than \$17 trillion a year, is the world's economic engine (Bell, 2014, pp.235-251). Hence, we can expect that the Inter-steady growth in the foreseeable future, and drags along the world total.

Critics of the status quo are certainly right in saying that the dominant world economic system is far from ideal. But nothing better humanity, alas, has not yet been invented. Therefore, whether it makes sense, pouring out of a sieve, to indulge in a dull analysis of all defects consumer skeleton of a modern economy? If you think about it, then we can afford to claim that nothing harmful and destructive to the existing system there is any consumption (Logan, 2014). Consumer economy is not that other, as a normal human desire to live better. It is this desire - to improve and facilitate human life - is at the heart of technological progress. One can only imagine what level of development was to now the human race without constant thrust to improve their lives. Likely to be satisfied with the existence of the cave. This, of course, the question remains about the boundaries enough. Unrestrained in any of its manifestations usually leads to disastrous consequences.

No less fruitful role played by the consumer economy and an integral part of it - trade, in the plane of international relations (Bell, 2014, pp.235-251). World history shows that it is the best trade diplomacy, forcing many different countries to be interested in each other, encourage them to mutually beneficial cooperation rather than destructive military confrontation. China provides an instructive example to. The country with the communist ideology put at the forefront of its policy principle of "trade, not war" on the sly, without any mental anguish and reflections on the great past, took the position of the second economy of the world resting on its laurels and one of the world centers of power.

### ***Conclusion***

Americans and global customers spent in the "Black Friday" \$15 billion, according to research agency Shopper Track. As the Associated Press, is 7% less compared to last year 2013. Most people in the US prefer to spend Thanksgiving at home with his family (Soule, 2013). Because of the reduction in revenue, some retailers have extended time sales for a few hours. Earlier it was reported that the "Black Friday" online sales soared by 22% over the previous year due to the high level of employment. So we can conclude that on Black Friday the American export are at its peak.

## Works Cited

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