

ABSTRACTS

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CURRENT STATE OF RESTAURANT BUSINESS IN ZAPORIZHZHYA REGION

The following article presents a widely discussed issue of restaurant business development in Zaporizhzhya Region. Developmental aspect in restaurant field is a topical problem because of its economic and social significance. Current state of restaurant business companies in Zaporizhzhya Region has been examined. The article aims to analyse the current state and dynamics of restaurant business companies in Zaporizhzhya Region, as well as the evaluation and determining of its development potential. Current status and dynamics analysis of restaurant business in the region has been carried out using statistical data of the Main Statistical Department in Zaporizhzhya Region. Restaurant business companies' classification is offered; restaurant quantity in Zaporizhzhya Region is examined for the period from 2009 to 2013, their dynamic is shown. The biggest part of restaurant business objects (87,4%) is situated in cities and regional towns. Citizens' demands satisfaction with catering chains in Zaporizhzhya Region has been determined as on 01.01.14 per 10.000 people, which declined during the year 2013 and amounted to 3 objects per 10.000 people. Retail sales of restaurant chains in Zaporizhzhya Region have been examined (as on 01.01.14, in thousands of UAH), which has a positive dynamics in spite of restaurant enterprises reduction. Providing citizens with restaurant chain business by separate regions has been shown and the position of Zaporizhzhya region has been specified. Practical implementation of the basic points on the current state of restaurant business with the help of scientific approaches and recommendations may contribute to economic and social problems solving and enable functional work in service sector, also it will make it possible for state and local authorities to increase the cash flow.