

DEVELOPMENT THE EXPAND SERVICES AT THE CAFÉ

Currently the restaurant business is one of the most promising in Ukraine more than any other region, this activity requires a serious understanding of the world experience and close attention to the prospects of its use in the Ukrainian market. In this regard, it becomes extremely important to define the role and importance of this business in the modern economy, defining the dynamics of its development in our country and abroad, the comparison of trends of development of this business in Ukraine's regions with a view to making useful in specific market restaurant services.

Catering is the world's very high rank (eg, in the U.S. - the third). Along with this, it is one of the most risky types of businesses: 50% of new restaurants go bankrupt in the first year of its existence, for two years - 65% and only one restaurant out of ten survive to 5 years.

Since 2000, the restaurant market in Dnepropetrovsk has increased annually by not less than 10%. According to State Statistics Committee of Ukraine, in 2009 the catering industry growth of 13%, and the amount - about \$ 5 billion

It is obvious that the major gastronomic center of Ukraine in Dnepropetrovsk. Kiev is also very developed industry catering business. Formen Consulting Company estimates the capital market from \$ 2 billion to \$ 4.5 billion in Dnepropetrovsk A from 1 billion to \$ 2.5 mlrd .Bolshinstvo national network companies in the catering market has metropolitan origin. According Formen Consulting, as of August this year at the chain restaurants accounted for more than a third of all restaurant establishments Dnepropetrovsk - 1,2 thousand of 3,2 thousand in total in Dnepropetrovsk 10-15 restaurant chains, managers from 5 to 25 institutions. The biggest: "Gourmet", "Yakitoria", "trump card", "Potato House" and others - a total above 65 establishments; it accounts for 15% of all network restaurants in town), McDonald's (40 points, 8%), "Espresso Cappuccino bar" (118 establishments - «Coffee Life» and «Friends Time» 7%), as well as other institutions.

