

## **SOCIAL FACTORS THAT HAVE A DIRECT IMPACT ON RESTAURANT BUSINESS**

Restaurant Melrose is located in Dnipropetrovsk city bedroom community, in residential community Pobeda, where 52,000 people live. Office buildings are located next to the restaurant and it gives possibility to take a meal fast and cheap during the break. Just in two minutes walk from the restaurant shopping centers are located, that will give the opportunity to complete a successful campaign to stores with a large selection of delicious and exquisite dishes of American, Japanese and Italian cuisines.

Within PEST Analysis research of social factors influence on production and service provisions by Melrose restaurant was carried out. In this analysis studying of the following significant factors is carried out in the directions:

- Fashion, hobby;
- Demographic indicators.

Studying of social factors in these directions, gave the grounds to confirm that for Melrose restaurant the following is the most essential.

### *1. Popularity increase on the Italian, Japanese and American cuisines.*

Italian cuisine is beautiful, useful and tasty. It has set of options and the huge open space for creativity. It is possible to cook pizza from everything, there are only three obligatory components - dough, cheese and tomatoes. The rest are up to your taste.

Japanese cuisine, the ethnic cuisine of Japanese is exotic for the population of Ukraine. It differs by preference of the natural, minimum processed products, wide use of seafood, seasonality, the characteristic dishes, specific rules of dishes decorations, laying, table etiquette.

American cuisine is assumed as quickly, tasty and nourishing. American cuisine is famous for the possibility of nourishing food fast preparation, such as burgers, French fries, beefsteaks that, in turn, are convenient for those who got used not to spend a lot of time for eating during the working day.

### *2. Population preferences of modern types of entertainment.*

Billiards is a board game the purpose of which is to hammer a sphere by means of a cue into a billiard pocket, on a special table. This type of entertainment is very popular in all countries and is suitable for any level of the population. Billiards can be not only entertainment, but sports and hobby as well. A large number of possible rules and game conditions in billiards, allows to find suitable conditions of game for everyone. Therefore this game becomes more and more popular among Ukraine inhabitants.

### *3. Demographic rates.*

Lately the tendency in settlement of residential community Pobeda by young families increased up to 23% at the age range 25-35. Current factors influence on restaurant “Melrose” strategy. The choice of marketing events has to take into account all estimates and develop possible responses.

Therefore the following social factors were marked for restaurant Melrose: increasing popularity of Italian, Japanese and American cuisines, population preferences of modern types of entertainment, demographic rates.