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MARKET ANALYSIS OF RESTAURANT SERVICES IN DNEPROPETROVSK

Over the past six years in Ukraine market volume increased from catering 12.3 billion to 28.4 billion hryvnia, according to the company's Restaurant Consulting . At the same time , according to experts of the company Pro-Consulting, only in 2012 the number of establishments increased by 13 % compared to 2011, reaching almost 900 . Profitability of the restaurant business in Ukraine contribute considerable Restaurant "margins" at a fairly cheap products, as well as the fall in the value of real estate suitable for places if five years ago, the cost of 1 m. m reached \$ 10 thousand , now - a maximum of \$ 2.5-3.0 thousand.

Turnover of restaurant industry in Dnepropetrovsk:

2012 – 580 392 900 UAH

2011 – 517 036 200 UAH

2010 – 455 679 500 UAH

2009 – 394 322 800 UAH

Approximate number of companies of the restaurant business segments in Dnepropetrovsk:

Restaurants, cafes and bars - 500

Coffeehouses - 200

Fast food places - 100

Motives of visits (ranking in order of importance):

Restaurants, cafes and bars

Number 1. Activities:

- Parties,
- Be on public,
- Look at the people and show yourself

Number 2. Communication:

- Friends
- acquaintance
- Business Meeting

Number 3. meal:

- eat
- Not expensive
- nourishingly

Coffeehouses

Number 1. companionship

Number 2. recreation

Number 3. Products and Services:

- Good coffee
- Wide range of desserts and other beverages
- Free internet

Fast food places

Number 1. meal

Additional motive – on the occasion of banquets corporate events, weddings and birthdays.

In Dnepropetrovsk, demand is subject to strong seasonal fluctuations, due to the fact that our city is not of much interest to tourists, locals tend to go during the holiday season, so the demand in the summer months is significantly reduced.