

similar in building to GE/McKinsey provides with some basic strategies for different findings and research results.

Though each model has a few drawbacks – among them are chosen criteria categoricalness, partial statics of models and potential subjectivity in certain factors impact assessment – their integral use enables companies to eliminate them. This drawback turns out to be the consequence of small data range, as basic data limitations causes findings limitations. That is why in order to form a balanced and adequate investment strategy it is crucial to analyse company's product portfolio from different points of view using different methods and tools.

On the other hand, basing on small number of data simplifies the process of tools application itself, and makes it easier to choose a method or their set in a certain situation. Models' simplicity, and elegance, enables to undertake all the calculation, and make a strategic decision in a short period of time, which is crucial in terms of dynamic market.

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## **OVERVIEW OF DNIPROPETROVSK CATERING MARKET**

According to estimates restaurateurs catering market is saturated with no more than 50%. The growth rates of the restaurant market are falling for the fifth year. In 2008, the turnover of restaurateurs increased by 12% in the past - 10% (to \$ 2.2 billion) this year, growth is unlikely to exceed 8%.

Catering establishments have become more democratic, open a lot of businesses in the lower price segment. Therefore, in financial terms, the increase is less than the quantity. After earning a fine dining restaurant with comparable incomes five fast foods. Indeed, every year segment of "fast food" is growing by 35%, outpacing the general market indices.

In Dnepropetrovsk are 40%, or slightly more than 2 thousand. Of 5.25 thousand. All catering establishments. The share of Dnepropetrovsk accounts for about \$ 700 million Posted in General money - 35% of the total market. Residents of the city and guests prefer restaurants middle segment (average check 70-200 UAH) - they hold 65% of the market. Deals (up to 40 USD per person) fast foods since 2010 holding second place in popularity - about 25%. The share of expensive restaurants account for less than 10% of the turnover of the capital market.

At the current pace of development in the restaurant market to meet the needs of Dnepropetrovsk in food "away from home" will take about five years. To saturate the market in general - not less than 10 years. Even in the most active segment of "fast food", this process can take up to 8-10 years.