

Goal: to determine the features of doing restaurant business in different countries of the world, to highlight the features in the functioning of the restaurant business in countries of the world. 1. Best Countries for Open for Business. 2. Restaurant business development trends in Europe. 3. Strategies in restaurant business in Poland. 4. Restaurant business in Belarus. 5. Main problems in doing restaurant business in 2019. 6. Restaurant business trends in 2020.

Conclusion: A major element that shows the development restaurant market is the systematically growing revenue. The revenue of restaurant establishments is major element that shows the development restaurant market is the systematically growing revenue. The revenue of restaurant establishments is generated mainly by own food production, followed by alcohol and tobacco sales. It is important to stress that the revenue generated by own food production has been rapidly increasing. In 2019, own production generated 80,1 % of total catering activity revenue. Strong competition in the restaurant market encourage restaurant owners develop not just the basic strategy and style of running restaurant operations, but also think through the details, which will add uniqueness and eccentricity of the enterprise. Innovation is an important aspect of contemporary business. Rapid changes in restaurant owners develop not just the basic strategy and style of running restaurant operations, but also think through the details, which will add uniqueness and eccentricity of the enterprise. Innovation is an important aspect of contemporary business [2].

References

1. Innovation strategies in restaurant business [Electronic resource] // ResearchGate. — Mode of access: https://www.researchgate.net/publication/322508439_Innovation_strategies_in_restaurant_business.

2. Innovation in the restaurant industry: An exploratory study [Electronic resource] // ResearchGate. — Mode of access: https://www.researchgate.net/publication/317554393_Innovations_in_the_restaurant_industry_An_exploratory_study.

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SALES OF GOODS AND THE CREATION OF AN UP-TO-DATE GLOBAL BRAND

Goal: to analyze the mechanisms of the goods market for the successful development of a plan for starting a business and selling products on the modern market.

People are becoming more selective in products, but at the same time behind endless clutter and varied advertising, they can not see truly valuable product. We start from the very beginning, which is very important — creating a name and your own “brand”. Now even politicians have an account on Instagram, companies create their own web-sites. Indeed, now even before the appearance of the head office and registration, you can create a page on social networks with the placement of information about your plans and goods. Further, the production process itself. What I personally propose now: first is advertising, show any interesting points in the process of product production and put it on the, second and very relevant — replacement of materials eco-friendly counterparts as much as possible. This is very relevant and your product may interest many groups of people around the world. When the product is ready for sale, then the fun begins: the analysis and creation of advertising. Coast of fantasy. What we can say about modern advertising is that it can definitely be divided into 2 types: flashy and aesthetic.

How can we make sure that an elective consumer buys your product, behind a curtain of advertising that surrounds us? We think that’s what is really relevant right now anywhere in the world — blogging. Starting again on Instagram and ending with such a giant as YouTube. You find yourself a blogger that you think is best suited to be your product face, and whose blog topic is related to your theme. Then you can connect by E-mail and make it more clear. Now, bloggers are perceived as friends who definitely will not advise bad things. Microblogging is especially popular now. And the thing is that although they have an audience of a couple of thousand people, but this thousand are real people who are the most devoted subscribers.

Still need to remember about the environment. Both in production and in advertising. Yes, not only about ecology, but also about specific problems in a particular area. Adding a bit of social context to your ads will increase interest in your audience. Of course, before all this, you need to analyze your market, each country in which your product will be sold. It is very important.

To analyze the Asian market, which at the moment in terms of turnover and variety of products is ahead of everyone else. What we can clearly notice: bright and interesting (sometimes very specific) advertising. Why is it like that? But in a different way it cannot be! Tokyo, Osaka, Hong Kong, Beijing — a metropolis that moves and remains alive 24 hours a day. There are a huge number of people, and the most powerful industries in the world are concentrated. In order for your product to be seen here, it remains only to make flashy advertising that will catch your eye and stand out among other equally brilliant companies. At the same time, we can characterize the Asian production as very high quality one.

Same pattern will work to analyze and prepare output on the market of any country in the world. Whatever your product, you must be guided by the specifics of the region and modern methods for successful business.

Results: after a preliminary analysis of the relevance of the product, as well as creating a plan for its implementation, it is possible to create a product in demand that will bring profit and will be useful to society.

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CRUISE TOURISM

Cruise tourism refers to special types of tourism, as it is quite labor-intensive, capital-intensive type of tourism, combining several types of tourism, such as recreational, sports, health and educational. Cruises are one of the fastest growing sectors of the market. The cruise fleet is growing, passenger ship designs are improving, their comfort is increasing, new routes are being developed. In order to organize a trip at a decent level, cruise companies must have certain resources. This applies both to the *material* part, which consists of comfortable liners, and intangible one. It is an important and clear organization of each trip, a nice quality development of the route a wonderful organization of shows, various excursions, etc. [1]. Cruise is a group movement of tourists by water transport, including all days of the voyage accommodation on board the ship with food and household services, shore excursions for sightseeing in port cities, a “green Parking” on the Islands, cultural and entertainment activities and other independent activities of cruisers on board the sea liners when crossing between ports.

Cruise Line International Association (CLIA) unites more than 30 travel agencies specializing in the sale of cruises, and more than 20,000 tourists agencies for the sale of cruise trips. Its task is to coordinate cruise tourism in international terms. In the world, the most famous cruise organizations are “Carnival Cruise Lines”, “Celebrity Cruises”, “Royal Caribbean international”, “Princess Cruises”, “Costa Cruises”, “Norwegian Cruise Lines”, “Divina” Respondents noted the following advantages of cruises:

- a variety of excursions on shore and entertainment on Board;
- an opportunity to visit previously unknown places, see several cities on a cruise;
- a high level of comfort, the opportunity to participate in the cruise for families even with small children.

Disadvantages of cruises touch upon: a low speed of transition from one port to another; a limited mobility; a motion sickness in storm surges and a “confined space syndrome.” The following types of transportation of tourists by water transport are indicated in the following table: