

(for comparison, in 2014 it was about \$450 million). According to the Ministry of Antimonopoly Regulation and Trade of the Republic of Belarus, the share of online commerce in the retail turnover of the country amounted to 4,9 % in 2020, which is higher than the value of this indicator for 2019 by 0,8 percentage points [2].

In modern trade there is a gradual change in the relationship that has developed over many years between in-store and out-of-store methods of selling goods. National e-commerce is developing, repeating the path of foreign distance trading — the lag is, according to various estimates, from forty to fifty years.

Thus, the use of information and communication means in retail trade contributes to the acceleration of information exchange between market participants, which creates prerequisites for more efficient use of the resources of trade organizations, faster satisfaction of the effective demand of the population. However, business entities that use elements of distance trading currently do not have experience and guidelines for the development of distance trading. That is unfortunate as the development of distance trading changes the procedure for the formation of the value of goods (services, works) for the consumer and the economy, which imprints on how remote trading should be integrated into the national economy of the Republic of Belarus.

### References

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## USSR COLLAPSE INFLUENCE ON POST-SOVIET COUNTRIES ECONOMIC DEVELOPMENT AND FOREIGN TRADE

The relevance of the topic lies in the need for a comparative analysis of the development of indicators of economic growth and foreign trade, determining the place of Belarus among other post-Soviet countries.

The purpose of the research is to compare the indicators of foreign trade of the Republic of Belarus and other post-Soviet countries, to draw a conclusion about the impact of Soviet Union collapse on the economic development of the participating countries. Research objectives: to study information on the indicators of economic development of post-Soviet countries, to analyze the dynamics of changes in foreign trade volumes due to the collapse of the USSR, to conduct a comparative analysis of the indicators of Belarus with the indicators of other countries. The object of the study: the development of foreign trade of the former USSR member countries, the peculiarities of their economic development. Subject of the research: application of the method of comparative analysis for the analysis of trends in the development of the former USSR countries. After the collapse of the USSR, Belarus was one of the most economically developed republics. In the Soviet economy, it served as an “assembly shop”. Its main resources were a skilled workforce, a large scientific, technical and educational potential, as well as a convenient transport and geographical location. In Soviet times, the republic played an important transit role in the processes of socialist economic integration and in the trade of the USSR with the countries of Western Europe. The Druzhba oil pipeline, gas pipelines to Poland and the Baltic Republics, railways and highways that play an important role in the foreign trade relations of the USSR passed through its territory. Therefore, it is necessary to state that afterwards, the Republic of Belarus faced the problems of independent economic development in the face of the crisis inherited from the USSR. Under these conditions, the President, elected in July 1994, initiated the development of a program of urgent measures to overcome the crisis in the economy, which prioritized the achievement of financial stabilization and the strengthening of the national currency — the Belarusian ruble. Financial and monetary policy was tightened, including reducing the budget deficit and limiting preferential lending to the economy. This policy has fulfilled its main task, to significantly reduce the level of inflation.

The collapse of the Soviet Union became one of the most discussed events of the decade of the 1990s. As a result of the collapse of the USSR, 15 new states emerged. Each of these states has inherited political, social and economic problems that have not been solved in the last decade of the USSR’s existence. The impact of the collapse of the USSR on the economy of the participating countries was enormous. This collapse had destroyed all foreign economic ties, which resulted in newly formed republics being forced to build economic relationships with the outside world from scratch. There is also a particular specifics that should be noted relating to investigated countries, which allows developing such directions as mutual trade with special conditions between members of international unions (such as CIS and EEU).

In conclusion, it has to be said, that this research allows us to conduct a comparative analysis of the indicators of economic development and

the dynamics of foreign trade of the former USSR countries, to note the place of Belarus among the participating countries, to consider the impact of the collapse of the Soviet Union on these indicators.

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## **WAYS TO IMPROVE THE EFFICIENCY OF THE RESTAURANT BUSINESS ORGANIZATIONS**

A restaurant is a living organism. As you can't economize on your health, you can't economize in a restaurant on its equipment, tableware, staff. When choosing a restaurant customers take into account the following features: the quality and range of dishes, the level of service, the attitude of staff to consumers, the overall atmosphere of the institution, interior and exterior decoration, the ratio of the location of the enterprise and the prices for food and drinks.

The main goal of this work is to show that in a highly competitive environment one of the priority areas is the organization of service. Service is a way to attract a large number of customers. It allows you to increase the profitability of your enterprise, its competitiveness [1].

Quality service is quite difficult to create. It requires: 1) monitor the staff, paying attention to the entire service, from meeting and greeting to saying goodbye; 2) constantly train the staff, give new and interesting knowledge; 3) help the staff in difficult situations with visitors, determination [2].

Of course, the design of a restaurant plays one of the most important roles in an institution. The interior as well as the food and service must leave a good impression, because it depends on whether the visitor will come here again and tell others about you. To our mind an open fire increases a person's appetite. That's why it's great to add a fireplace to your restaurant. But do not forget about designer curtains or blinds, which will help visitors shelter from the bright sun [3].

In the face of competition for potential customers, advertising is an invaluable aid. Internet advertising is now called a profitable way to invest in the advertising budget. The site should be regularly updated and should contain up-to-date information about changes in the menu, the nearest concert programs and publications. It is good if the site implies some kind of interactivity, for example, the possibility to ask a question and get an answer, the possibility to reserve tables and so on. In this work we offer a number of ways to increase the efficiency of functioning for representatives of the restaurant business. It is an important condition for maintaining viability and their competitive position. A combination