

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

of several marketing techniques turns out to be more effective in the restaurant business. You can't stop promoting a restaurant, because any promotions are not only "nice numbers" in your reports, but also a "drug" for visitors.

### References

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## MODERN TRENDS IN THE DEVELOPMENT OF WORLD TRADE

In the modern world community world trade is becoming increasingly important for the economic development of countries and their regions. The concept of *world trade* means the exchange of a country with other countries through the paid export and import of goods or services.

At present the world trade is taking on a grand scale. According to the latest data, about 4/5 of the total volume of international economic relations is accounted for by the world trade. It is noticeable that modern world trade is developing at a very high pace. The rapid expansion of international trade in services in recent decades is due to both the rapid development of the services sector itself and the emergence of new types of services. Growth of the world economy, trade in goods and the intensification of globalization processes leading to the merger of individual national markets into one global market are also taken into account. One of the most important factors of globalization is *economic*, manifested in the presence of transnational corporations and international financial markets.

*Rapid spread of electronic business* via the Internet can be called a real revolution in the world trade. World trade via the Internet began in 1996 and by 2000 its volume reached \$200 billion. E-business includes, in addition to the sale of goods, marketing, financial analysis, support for network users and the establishment of partnerships. An important factor in the increase in the world trade is a significant *increase in the re-export of manufactured goods* produced in newly industrialized countries