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**RESTAURANT CONSULTING, AS A PART OF MODERN MARKETING**

In the conditions of formation of the company restaurant type importance is given to the formation of interest to the food product and, accordingly, the development of a new marketing framework, as well as promotional activities as a means of bringing different information about the product the restaurant to the mass market. Given the competitive nature of the restaurant operations in the market of supply and demand, the value of the factor of development and promotion of restaurant type increases significantly. In the process of preparing decisions concerning entrepreneurial action in the field of restaurant business is the constant analysis of a condition of enterprises operating in this field. Study the current state of the restaurant business, provides the opportunity to identify the most promising sector for the consultant to make the right management decision and develop an appropriate strategy for each institution separately. Most restaurateurs turn to consultants in the local market. With regard to consultants, invited from Kiev and other regions of Ukraine, then, according to restaurateurs, it is most often seminars and workshops for training of personnel who are well-known in their environment, experts. Based on the obtained the study data, it is possible to compile a list of common problems, which the local owners or managers of the restaurant business trusted advisors. A greater number of appeals related to issues of construction and design, design (0%); staff training (90%); the organization of production (80%); staff recruitment (40%), menu development (30%); on the development of the concept (0%); preparation of the business plan, audit companies (30%).

The prospect for further research is seen in the implementation of marketing communication to improve the competitive position of enterprises of restaurant economy and adopting an appropriate

development strategy. The modern stage of becoming of market relations in Ukraine is exercised on the principles of the consumer-oriented economy. The key to improving the competitiveness of domestic enterprises, acquires the activation of their marketing activities, a major component of which is consulting.

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