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ASSESSMENT OF FUNCTIONING OF THE NATIONAL MARKET OF RESTAURANT SERVICES

In recent years, restaurant services market is undergoing a constant change; the increased performance follows their fall. Of course, this is due to the unstable economic and political situation in Ukraine today, hence the relevance of the article is to research status and trends of the market functioning and restaurant services in order to achieve a high socio-economic efficiency of enterprises in the catering sector. Despite a large amount of research in this field, the problem of assessment of the functioning of the market of mainly restaurant services mostly remains open and, above all, due to insufficient statistical information and its inaccessibility to public use.

The purpose of the article is to assess the overall functioning of the national market practices in restaurant services through the functions that it performs, based on their combination of subjective and objective information character that will provide recommendations to improve the effectiveness of the entities in the restaurant business of Ukraine.

A comprehensive analysis and evaluation of the restaurant business of Ukraine indicate a decline in the activity due to a number of negative political, social, economic and financial factors that influence the development.

So, a comprehensive assessment of practices of restaurant services market leads to the following conclusions: First, quantitative and qualitative assessment for each of these functions to determine the nature of the national market of restaurant services' functioning and find out how the market provides efficient use of all resources (material, labour, financial); secondly, allows determining that the functioning depends on the factors influencing the market. Determined that the national market of restaurant services operates under the influence of political, socio-economic,

demographic, migration factors in the development of the state, which are manifested at all levels of the economy; thirdly, the main advantage of domestic market of restaurant services is the existence of possibilities for the development and attractiveness for foreign investors of a number of undeveloped areas.

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