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RESTAURANT BUSINESS IN THE UNITED KINGDOM AND UKRAINE: ANALYSIS AND COMPARISON

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The industry of restaurant business is vast and complex in management, starting with creating the food establishment, its menu and creativity of cuisine and finishing with looking for some new ways to attract customers. It could be a unique menu, architecture or some image on the top of a meal. Therefore, the basis of the successful outcome depends on how the owner of the restaurant will manage to present the uniqueness of its cuisine.

Currently the world's national dishes are shared throughout the world. Nowadays many dining options use a variety of cuisine, implement and mix them in their own way to create something new and original.

This paper analysis the features of the restaurant businesses of the United Kingdoms and Ukraine and their profitability taking into account the economy, tourism and cultural heritage.

Ukraine is known for its native hospitality and “heart-warming” cuisine. Unfortunately, in large cities the traditional cuisine is becoming not as popular as cuisines of other countries, for example as Italian or Japanese cuisines. At present, many restaurants in Ukraine have similar menus with slight variations. It results in failing to create original and unique in style cafes or restaurants competitive in this business. One more fact for disappointment is that many restaurant and cafe owners and managers take the food establishments as a local business and they overlook the idea of making the restaurant or café as part of touristic attraction.

Controversially, in Britain the restaurant owners use every single sketch to prosper and make its place to dine eye-catching: cuisine, place of location, architecture, history. The greater part of the capital cities of the United Kingdom is relatively old buildings aging from the previous centuries and many establishments use that as their advantage. As an example, let’s take “Mercato Mayfair” restaurant placed in an old church building that makes the restaurant as a place of tourist attraction. Due to the uniqueness of the exterior and interior, a great flow of guests visits that place. The other food establishment at Orwell uses the old-styled buildings creating the atmosphere of old pubs, which were popular for peasants of XIX century epoch.

The historical old-styled buildings do not become the only the places to dine. Some owners of the cafes choose other stylish buildings to make the restaurant with unique design inside. As an example, let’s have a look at “Big Moe’s” diner that is styled in old American tavern popular in the 80-90s of the last century.

Exterior is definitely important for the place to have a snack but the interior is much more. That’s why many businesses owners in the UK pay attention to interior design. You can notice how much attention is paid to compose something special. One of the best examples is the “Niku” bar located in Berrylands. It has a remarkable interior design with lots of “green” walls with pictured roses on them. All of the tables are made of wood making the interior design more impressive. High level of attention to details allows the restaurants to possess a reputation of high standard food establishments. It helps keeping the customers involved in the atmosphere of the establishment, enjoying their stay there and have plenty of good memories to tell the others. Finally, the establishment benefits for sure.

Buildings as a place to dine are very important, but the significant point to hold onto, increase and tie the customers to the restaurant is its menu. Menu is a key to make the customers the regular customers. Creating a unique and fresh menu using widely known cuisine is crucial for any cafe owner. The food

establishments of the UK often use the same cuisine, but they put their twist on it, which allows them to stand out from their competitors. “Lost Souls” pizzeria uses a menu that is stylized for likes of 80’s vampire. It not only increases the level of the café’s reviews, but also draws more attention of the tourists as something fresh and unusual.

Having compared restaurants in Ukrainian to those ones in the UK, we can notice that the owners of Ukrainian food establishments overlook quite a lot of essential points in planning of their businesses. They just remake the exterior and interior of historical buildings, losing the possibility of taking as an advantage their historical charm. Moreover, the choice of menu at the restaurants is a point to consider. Using different dishes of the same cuisine – does not benefit much and creates repetitiveness. Ignoring the national history or events as means to attract customers, the dining places also lose their originality. To gain good profit for food establishments means to improve general ideas of business policy. Ukraine has a vast and unique history and culture that could be employed by restaurant businesses to prosper and flourish.

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ПОКРАЩЕННЯ РОДЮЧОСТІ ҐРУНТІВ КІРОВОГРАДСЬКОЇ ОБЛАСТІ ШЛЯХОМ ПРОВЕДЕННЯ МЕЛІОРАТИВНИХ РОБІТ З ВИКОРИСТАННЯМ МУЛЬЧУВАЧІВ

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Однією з основних статей поповнення державного бюджету України є вирощування та збут сільськогосподарської продукції, особливо експортна складова. Від праці вітчизняних аграріїв залежить світова продовольча стабільність. Війна розпочата росією направлена на знищення як вітчизняного агросектора так і самих сільськогосподарських культур. Для створення світової кризи росія намагається знищити портову та транспортну інфраструктуру.

Україна славиться своїми чорноземами, які з давніх часів та по сьогодення є предметом війни для загарбників. Безвідповідальне ставлення деяких господарників на сільськогосподарських угіддях Кіровоградської області призвело до переущільнення та суттєвої зміни структурних та фізико-механічних показників ґрунтів. У нашому дослідженні приділено увагу до стану ґрунтів лише Кіровоградщини, а також наведено один з шляхів покращення їх стану.

У сучасних умовах розвитку аграрного сектору України критично важливим завданням постає максимально ефективне впровадження та використання інноваційних технологій у галузі рослинництва на всіх етапах виробничого процесу. Особливої уваги заслуговують такі передові підходи, як мінімальний обробіток ґрунту, пряма сівба, а також збирання врожаю із збереженням стеблостою та інших рослинних залишків на поверхні поля. Однак, поряд з технологічним прогресом, спостерігається тривожна тенденція до зменшення використання органічних добрив у процесі вирощування сільськогосподарських культур. Ця проблема набула