

than two hundred countries. McDonald's operates more than 31,000 outlets in 118 nations. Nearly one-third of Starbucks' 15,000 stores are overseas, including over two hundred in mainland China. And the retail giant Wal-Mart has stores in Mexico, Germany, and China. So, we can see how successful a company can be if it introduces cross-cultural management in its activities.

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### **DIARY MARKET IN UKRAINE**

In recent years, the situation on the milk and dairy market is deteriorating, due to a variety of factors. One of these factors is that the share of consumption of dairy products by agricultural enterprises far exceeds the frequent consumption of industrial dairy products, which leads to a reduction in the volume of processing. This is due to the fact that the majority of the population believes that products from the markets are more natural than the products presented in stores.

Today milk production is one of the reasons for the well-being of rural residents. Agrarian enterprises provide only about 20% of milk, while the rest comes from households. But over the years, the share of farms in the total amount of milk production has declined significantly. The reasons for this are

the problems of product sales, the lack of co-operatives serving production, unfavorable price policies, which leads to a lack of motivation for the development of the dairy industry.

Today there are about 350 processing enterprises in Ukraine. Among them there are the ones that occupy the largest shares on the market: LLC "Lyustdorf", PJSC "Halychyna", PJSC "Hercules", SE "Milkilend-Ukraine" and others. They have achieved such development by investing considerable sum of money in the development of modern technologies and improving quality of production. Companies are constantly working on expansion of the range of products, adapting to changeable market conditions.

The main problems hampering the development of the dairy industry in Ukraine can be: underdeveloped market infrastructure, old equipment and outdated methods of work, low solvency of consumers, that lead to a drop in demand for dairy products, inefficient provision of processing enterprises with raw materials.

However, since 2006 it has seen negative trends in the dairy industry caused by a decrease in the number of livestock, rise in prices and reduction in the consumption of dairy products among the population. Also, the reason is low quality of raw materials and outdated technical equipment necessary for milk processing.

Unfortunately, there is a conflict of interests between them. For the effective functioning of the milk market it is necessary to create a stable situation on it. Taking into account all trends in the development of the dairy industry and its state, the main task is to increase the volumes of milk production, which is raw material for industry. It is necessary to establish a balance between demand and supply of milk and dairy products.

The Ukrainian dairy industry can be competitive and efficient, and for this purpose it is necessary to attract investments for the purchase of new equipment and improvement quality of livestock feed and animal feeding, modernization of milking methods, improvement of cow body condition, and procurement of cows' breeds, which will give additional average daily allowances.

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## **FRANCHISING IN THE HOTEL BUSINESS SYSTEM**

Franchising is the transfer of the right to use a registered trademark acquired under certain conditions specified in the contract with the franchisee.

Franchise is the right to sell services on the behalf of a particular hotel on the basis of a signed license agreement.

Franchising is a licensing agreement, a sales method, in which a franchisee (hotel) is granted the right to provide services under the management of the marketing model developed by the hotel-franchisor. The franchisor allows the franchisee to use his trademark, name. The main difference between franchising and other contractual systems is that it is usually based either on a unique proposal or on business practices, or on a trademark, patent or copyright law.

An agreement between the franchisor and the franchisee entails:

- the use of the trademark of the franchisor;
- usage of technology and standards of franchisor service;
- usage of methods, control systems, reporting systems;
- usage of recruiting and training methods developed by the franchisor, including internships and training programs for staff;
- inclusion of the franchisee in the general advertising and marketing system of the franchisor.

Franchising involves not only inspection but also advisory services in all directions, including corporate training for the hotel's high and middle staff for the implementation of technical and technological innovations and corporate programs.

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