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## **ACCESSIBILITY OF RESTAURANT ESTABLISHMENTS IN THE POST-WAR TIME**

*As a result of the full-scale war, the number of people with disabilities increased rapidly. Therefore, there is a need to create equal opportunities for persons with disabilities to enable persons with disabilities to lead an independent lifestyle and participate fully in all aspects of life. The legislation, despite some changes, has shortcomings. To do this, it is necessary to improve the existing normative documents on arranging restaurant business establishments for persons with disabilities and persons with reduced mobility.*

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## **FORMATION AND SELECTION OF MARKETING TOOLS IN TODAY'S BUSINESS: THE IMPACT OF THE EXTERNAL ENVIRONMENT**

The purpose of business is to obtain and retain customers. The major functions of business are marketing and innovations.

The basic objective of marketing is to attract and retain customers in the course of ensuring profits.

The concept of marketing is to achieve corporate goals due better than competitors' satisfaction and prediction of customers' needs. The entire activity of any company aims at providing the highest possible level of satisfying its customers, and the whole staff stands responsible for it, as well as has to share the idea that

this is the only way to succeed [1, p. 15-67].

The selection and development of marketing tools depends on both internal and external factors. It happens so because the information about the potential of the enterprise is necessary to understand and respond to the market. In this way, there arises a so-called direct impact. However, there also exists a reverse impact. The latter lies in the fact that marketing policy exercises its influence on suppliers, intermediaries, consumers, contact audiences, and other market participants, ultimately regulating supply and demand of particular goods in the market.

The consequences of the economic, political, and military disruptions, as well as the loss of territorial integrity have affected most sectors of economy. They have led to the decline in GDP, the reduction in international trade and industry, the decrease in current investments from abroad, capital investment, and research in innovation. Enterprises are moving to economic austerity, which resulted from rising utility tariffs, tax reforms, reduced credit attraction, dependence on export-oriented raw materials, and the subsequent search for cheaper ones, which affects production volumes and makes it impossible to promote innovative development.

In the course of its activities and in the process of interacting with various external factors, enterprises face the following:

- 1) the economic situation in the country: destabilization and crisis phenomena have a negative impact on pricing, innovational, and marketing policies of the enterprise. One of the most significant groups of factors that affect the selection of company's marketing strategy is economic factors, as company's successful functioning directly depends on them. The study of economic environment makes it possible to realize, in which way society creates and allocates its resources. It is obvious that such knowledge is crucial for any enterprise as long as it relies in its activities on the use of resources [2, p. 98];

- 2) the normative-regulatory framework: legal and normative acts, paperwork of governmental agencies, country's taxation policy, the level of governmental support of branches of economy, economic policy of the government, political stability, the level of influence of political forces on the economic policy of the state, etc.;
- 3) political situation: the number of foreign investments, the possibility of strategic planning, and profitable partnership are difficult issues in the countries with unstable system. In Ukraine, there still continues a -declared warl , which requires considerable daily expenses, reduces the investment attractiveness of national economy, and causes -delayedl investments in the military-industrial complex;
- 4) tax policy: a loyal and flexible system of tax rates stimulates and develops the production potential of the enterprise in a pandemic;
- 5) environmental situation in terms of the pandemic: reduction of the share of resource- and energy-intensive technologies. The group of environmental factors includes climatic conditions, availability, accessibility and level of use of natural resources, as well as the development of the state environmental control system;
- 6) scientific and technological progress: its acceleration causes rapid aging of products, their obsolescence, which leads to the search for modern methods of product sales, modification and modernization;
- 7) sales markets: unformed sales markets and an unstable supply chain for innovative products are a huge problem for the company in terms of its further development and profitability in a pandemic. In the group of these factors, it is necessary to consider: the presence and effectiveness of state and commercial institutions in the field of management and regulation of sales markets; the direction of development and formation of the country's or industry's strategy, etc.;

- 8) investments required in times of war and pandemic: in peacetime, the state of investment attractiveness of an enterprise depends on both the overall state of the economy and the mechanisms for stimulating investment and innovation processes;
- 9) competition: in peacetime, it stimulates the company to develop. Successful functioning depends on the actions of competitors, suppliers, intermediaries, contact auditors, and consumers' behavior;
- 10) supply and demand: in times of war and pandemic, the imbalance between these indicators leads to changes in production programs and the state's innovation policy, as well as causes changes in the development of all enterprises;
- 11) specialization and cooperation: the adjacent industries, special zones, in our conditions can create favorable conditions for the formation of specialized industrial districts. Specialization and cooperation contribute to an increase in the technical level of plants, saving raw materials, lower production costs, mass production and the use of streamlined methods of operation. The development of all types of specialization is inextricably linked to the widespread development of cooperation both between enterprises in the industry and with supplier enterprises from other industries. Cooperation is manifested in the formation of intra-industry and inter-industry production and intra-district and inter-district economic ties [3, p. 117]. One of the important elements in choosing a marketing strategy is to identify potential markets and their proximity to the company's own geographical location, so it is necessary to identify a group of geographical factors.

Thus, the formation and selection of marketing tools depends on events in the political and economic environment, as they may be associated with a significant risk to the achievement of the company's marketing goals. This environment consists of laws, regulations of state authorities, requirements of social groups that

influence various enterprises, so it is necessary to distinguish a group of political and legal factors. These factors have a significant impact on the activities of enterprises, limiting and expanding their rights. The study of these factors should focus on finding out how the government and legislative bodies relate to the development of a particular sector of the national economy, what changes in legislation and legal regulation are possible as a result of new legislative acts.

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## **ЕФЕКТИВНІ СТРАТЕГІЇ ЦИФРОВОГО МАРКЕТИНГУ ДЛЯ ГОТЕЛЬНО-РЕСТОРАННОГО БІЗНЕСУ УКРАЇНИ У ПІСЛЯВОЄННИЙ ПЕРІОД**

Війна змінила буквально все в українському суспільстві. Цілком природно, що споживачі чекають від підприємств адаптованих до сучасних умов нових меседжів, ідей, підходів для задоволення потреб в товарах/послугах. Сьогодні для людей особливо важливо, щоб із ними говорили щиро, розуміли їхні почуття та проблеми. Це змушує підприємства відкласти колишні перевірені маркетингові стратегії і розробляти нові, в яких враховуються