

ECONOMY AND MANAGEMENT OF ENTERPRISES

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FRANCHISING BUSINESS OF UKRAINE IN THE PERIOD OF CRISIS

Today, Ukraine is in the deep political and social crisis which stimulates to searching of new forms and methods of business. As a result, relevance is gained with franchising networks which experience introduction testifies positive shifts in economic activity of both certain subjects managing and whole market in general. In article characteristic features of business franchises and factors of influence on their realization are investigated and analysed which represents considerable scientific and practical interest.

Cleaning companies provides a wide specter works on cleaning of rooms. Service is based on modern technologies, the organizational principles, effective equipment and high-quality chemical means. But the main factor of quality of services is the personnel component which is characterized by special preparation.

As certain researchers, the main services which would be in our country in a great demand are such:

- cleaning of apartments;
- cleaning of offices;

- cleaning of cottages;
- cleaning of rooms after repair;
- dry-cleaner of carpets, carpets, carpet, and also upholstered and office furniture;
- washing of windows, show-windows;
- gardening
- care of a lawn;
- landing and selection of plants, design.

Small and medium business – are the guarantee of stable economic of country. It is known that the franchising successfully combines two approaches to the organization of business: organization of own business “from scratch” and acquisition of “the operating business”. In the conditions of social, political and economic instability, introduction of franchising systems in activity of economic entities of the market is alternative approach to introduction of business activity, pledge of minimization of risk and receiving synergetic effect as a result of joint organized activity of participants of a network.