

costs beyond a mere dollar cost, but you can live in it. Secondly, holding property while a down market recovers can prevent negative consequences of a short sale or foreclosure, and if property rates rise, the real estate might even produce a profit later on. Thirdly, the purchase price is often reduced because the buyers are slow to make land or home purchases [1].

As a result, a lease is a contract that a landlord and a tenant sign when a lessee wants to rent commercial or residential property. The main reason for the poor development of real estate leasing in the Republic of Belarus is the lack of solvent customers; contradictions in the legislation of the Republic of Belarus; competition of other organizations involved in leasing activities. The economic prerequisites of leasing are determined by the economic situation in the country. Low inflation and low interest rates would provide an opportunity to increase the number of long-term leasing transactions, which in turn would raise the overall percentage of leasing operations in the Republic.

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## DOMESTIC AND FOREIGN EXPERIENCE IN THE FUNCTIONING OF THE RESTAURANT BUSINESS

The restaurant business is different from all other kinds of other industries within the service sector. This is an enterprise, which combines art and traditions, operation mechanisms and experience in marketing, service philosophy and the concept of the formation of the potential audience. The sector is sensitive to economic and social trends such as rising food prices, changes in consumer spending due to lower household incomes and healthy eating campaigns. Modern trends in the restaurant business are largely elusive — this type of activity is rapidly developing and changing, acquires the unique features. A restaurant is a gastronomic facility available for all consumers, with waiter service, opening a wide and diverse range of food and drink, offered to consumers by card menus. The facility meets the basic and exclusive needs of the consumer, providing him with leisure and entertainment as well as specialized food preparation [1].

Goal: to determine the features of doing restaurant business in different countries of the world, to highlight the features in the functioning of the restaurant business in countries of the world. 1. Best Countries for Open for Business. 2. Restaurant business development trends in Europe. 3. Strategies in restaurant business in Poland. 4. Restaurant business in Belarus. 5. Main problems in doing restaurant business in 2019. 6. Restaurant business trends in 2020.

Conclusion: A major element that shows the development restaurant market is the systematically growing revenue. The revenue of restaurant establishments is major element that shows the development restaurant market is the systematically growing revenue. The revenue of restaurant establishments is generated mainly by own food production, followed by alcohol and tobacco sales. It is important to stress that the revenue generated by own food production has been rapidly increasing. In 2019, own production generated 80,1 % of total catering activity revenue. Strong competition in the restaurant market encourage restaurant owners develop not just the basic strategy and style of running restaurant operations, but also think through the details, which will add uniqueness and eccentricity of the enterprise. Innovation is an important aspect of contemporary business. Rapid changes in restaurant owners develop not just the basic strategy and style of running restaurant operations, but also think through the details, which will add uniqueness and eccentricity of the enterprise. Innovation is an important aspect of contemporary business [2].

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### SALES OF GOODS AND THE CREATION OF AN UP-TO-DATE GLOBAL BRAND

**Goal:** to analyze the mechanisms of the goods market for the successful development of a plan for starting a business and selling products on the modern market.