

**МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ
СУМСЬКИЙ ДЕРЖАВНИЙ УНІВЕРСИТЕТ
ФАКУЛЬТЕТ ІНОЗЕМНОЇ ФІЛОЛОГІЇ
ТА СОЦІАЛЬНИХ КОМУНІКАЦІЙ**



**СОЦІАЛЬНО-ГУМАНІТАРНІ
АСПЕКТИ РОЗВИТКУ СУЧАСНОГО
СУСПІЛЬСТВА**

**МАТЕРІАЛИ V ВСЕУКРАЇНСЬКОЇ НАУКОВОЇ КОНФЕРЕНЦІЇ СТУДЕНТІВ,
АСПРАНТІВ, ВИКЛАДАЧІВ ТА СПІВРОБІТНИКІВ**

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major serologically distinct SEs (SEA through SER with no SEF). The SEC has three antigenically distinct subtypes: SEC1, SEC2, SEC3, and SEG has a variant form called, SEGV. Enterotoxins are heat-stable, and are produced when the temperature of food is at or below 46 °C. Consumption of preformed toxin induces vomiting and diarrhea within 1–6 h. The genes for enterotoxin production are present in pathogenicity islands in the chromosome, in plasmids, and in temperate bacteriophages.

Since research findings and outbreak investigations have suggested that SFD is largely due to faulty food handling practices, knowledge and skills in food industry workers are warranted. Outbreak investigations have suggested that improper handling of cooked or processed food is the main source of contamination.

Results. Recent findings of high prevalence of *S. aureus* including MRSA in raw retail meat impose a potential hazard to consumers, both as classic SFD and as a potential source of colonization of food handlers.

Conclusion. SFD is one of the most common causes of foodborne disease worldwide. Prevention of *S. aureus* contamination from farm to work is crucial. Further study is required to fill the research gap.

JUSTIFICATION OF THE FRANCHISING ECONOMIC EFFICIENCY

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The main focus of regeneration and socio-economic development of all regions of Ukraine, without any exceptions, is support and development of small and medium enterprises. Moreover, it is urgent to develop and implement new and adapt existing economic tools and methods including modern conditions of the economy. Analysis of international experience shows that one of the perspective directions of strengthening small and medium business is the development and support of franchising.

For businesses, an important and effective step is to use the franchise relationship because the foundation of the market economy on the one hand is large companies that give stability and controllability, determine the level of scientific, technical and productive capacity, and on the other hand, small business, which creates a competitive environment characterized by high mobility and ensures the independence of

entrepreneurship. Ukraine's economy in recent years was characterized by activation of small business. But despite the significant opportunities for small businesses in the functioning of market economy, it has its weaknesses, primarily related to funding. Therefore, one way to solve this problem is the development of franchising, searching and attraction additional financial resources in the revitalization of small businesses operation.

The essence of franchising is that a company with high image and famous brand (franchisor) sells its brand or technology of other little-known company (franchisee), which provides growth in sales for both companies and increases the efficiency of the franchisee as a result of new production technology.

After buying a franchise, the owner carries on his business. Thus, well-known brand guarantees the greater number of customers and, indeed, reduces the risk of bankruptcy. In the franchise agreement, the franchisor's primary responsibility is to provide trademark license and transfer knowledge to business management and support a partner during the entire period of the contract. The main responsibility of the franchisee is to adherence common standards for the company network and to pay franchise fees.

Franchise is a person or a company that buys the opportunity of studying and assistance in creating business from franchisor and pays a service fee (royalties) for the use of the trademark, know-how and franchisor working systems.

Franchise is a complete business system which a franchisor sells to franchisees. Another name for such a system is a franchise package which usually includes manuals on maintenance of work and other important franchisor materials.

The perspective of franchising in Ukraine is obvious, if it eliminates some problems. However, it should be noted that despite a wide range of problems, the market is still evolving. International franchising in Ukraine also plays a significant role: 50% of the market are foreign companies that have found and continue to find interest in Ukrainian franchisee. Prospective future is not for the restaurant business (including fast food) and retail trade, but for the range of services: training centers, extraordinary cafes and shops. The development of information technology makes the Internet available. It provides a number of well-known companies that offer to buy franchise areas: retail, tourism, catering, public services, business services and others.