

If cosmetology services are related to invasive interventions and / or other types of medical practice (medical cosmetology), it is necessary to comply with the legislation of Ukraine governing medical practice in medical practice. Medical business activities are carried out only based on a license and in accordance with both the special legislation and the Licensing conditions for conducting business activities in medical practice.

**Conclusions.** Today, the cosmetic industry of Ukraine faces difficult questions. On the one hand, the rapid growth of demand for cosmetic services and cosmetic products establishes a high level of profitability, but also a high level of competition. On the other hand, state regulation of both cosmetics and cosmetic services in Ukraine is under development and raises the question of developing standards for products and activities in the field of cosmetology. State regulation of this industry in Ukraine requires improvement and development of standards harmonized with European legislation, both for perfume and cosmetics, and for beauty salons.

At the same time, the management of cosmetic salons should be aware that the desire to constantly improve their activities, to increase their rating in comparison with competing organizations, is impossible without the introduction of a quality management system in the operation of the cosmetic salon.

Certification for compliance with the requirements of ISO 9001:2015 is recommended, but the implementation of quality management system in the institution is actually a mandatory task for every manager who wants to achieve excellence, reduce workplace inconsistencies, ensure a systematic and continuous growth of the organization.

## **INTERPRETATIVE PHENOMENOLOGICAL ANALYSIS (IPA) IN THE FOOD COMPLEX**

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**Introduction.** On the face of intense competition, every business requires constant hard work aimed at improving consumer satisfaction.

Catering contributes to reducing the time spent on cooking, the more rational use of food, and provides the population with a balanced diet. In addition, there is an urgent need for an enterprise to comply with standards and legislation.

Catering is one of the most important spheres of economic and economic activity of a person. This industry, on the one hand, contributes to reducing household spending on food preparation, more rational use of food and provides the population with balanced food, and on the other hand, visiting catering facilities is a form of leisure organization and, thus, contributes to improving quality. their lives. Ensuring balanced and rational nutrition for children at the place of study and adults at their place of work is a necessary factor for the reproduction of a healthy population. Public catering is characterized by a variety of types and classes of enterprises whose main purpose is to meet the diverse needs of the population.

The goals of catering establishments vary depending on the type of enterprise and the contingent served, some intended to satisfy both physiological and cultural needs for nutrition and organized rest, others – only for nutrition. In recent years, there has been a positive trend in the development of catering services, which has been largely influenced by the increase in the standard of living of the population. This has resulted in an increase in the share of household spending on food outside the home. The intensification of competition in the market of catering services has led to the necessity of introduction of new management methods, formation of effective pricing policy, development of business development strategy, as well as creation, support and development of competitive advantage of each individual enterprise. The transition to market relations and the development of a market economy have changed the

conditions in which catering companies operate and the factors that influence their development. In addition, the lifestyle and the mentality of the visitors became different. According to the analysis of the existing legislation governing catering, the bulk of the documents was adopted in the 1990s. and solved the problems of transition. However, many regulations are still in force today, without reflecting existing realities. As a result, the methods of economic and administrative regulation, as well as the methods of organizing the activities of catering, have largely remained the same.

**Aim.** Development of measures to improve the quality of work with consumers in the food complex.

**Materials and methods.** As materials of research and development used the regulatory documentation mentioned above. Standards and legislation regarding catering establishments. Interpretative phenomenological analysis (IPA).

**Results and discussion.** In order to develop measures to improve the quality of work with consumers at Gastropab, the importance of indicators and customer satisfaction of cafe services was investigated, the difference between the importance of quality of service between a regular visitor and a one-time customer was explored, as well as the difference between gender groups.

A questionnaire was developed to determine the level of customer satisfaction

The questions are answered in the form of a 5-point scale, consisting of 3 parts.

A common part that implies gender, age, regular visitor or not.

Valuable part: quality of food, sanitary conditions, quality of service, price, interior. Each metric was asked to rank on two metrics: the importance of the metric and the satisfaction with that metric.

154 visitors to the cafe were interviewed.

The results showed that 41.6% (n = 64) were male and 58.4% (n = 90) were female. The average age was 21.52 years, and the majority (81.8%) in the age group was between 20 and 25 years (n = 125). Respondents who visited the cafe less than twice made up about 60% (n = 85).

Averages and standard deviations are perceived as important to customers and a level of satisfaction with each of the five quality attributes.

The level of satisfaction with each of the five quality attributes for regular and one-time customers has been investigated. It also examines the value for men and women and the level of satisfaction with each of the five quality attributes.

**Conclusions.** Problems identified: Quality of food – needs constant attention, customers are perceived as a necessary condition.

Sanitary conditions are not very important for clients, but HACCP is required by law.

Quality of service – an organizational problem, needs to be addressed through reforming approaches to organizing activities. is perceived as a necessary condition.

Price is an economic problem, we have not considered it, but we need to constantly work on it.

Interior – the problem is not very important for the customers and is well maintained.

## **INTRODUCTION OF QUALITY MANAGEMENT SYSTEMS AT COSMETICS PRODUCTION ENTERPRISES.**

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**Introduction.** One of the priority directions of reforming the cosmetic industry in the current conditions of development of the Ukrainian economy is the introduction of a quality assurance system at all stages of the product life cycle. Ukraine's cosmetic industry is characterized by high prospects of