

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.

Kazakova I.S.

Scientific supervisor: prof. Lebedinets V.O.

National Pharmaceutical University, Kharkiv, Ukraine

quality@nuph.edu.ua

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

competitiveness and import substitution, ensuring that compliance with EU standards is a necessary requirement for its effective promotion on the domestic and foreign markets.

The production of cosmetics is a promising direction for the development of the Ukrainian economy, as in recent years it has shown a steady upward trend in the pace of industrial production and sales. Also, the cosmetic industry of Ukraine is characterized by high prospects of competitiveness and import substitution, which is why ensuring compliance with EU standards is a necessary requirement for the effective promotion of its products in the domestic and foreign markets. The resolution of this issue depends first and foremost on the proper legislative provision of the process of circulation of the cosmetics in accordance with the requirements of European standards and the establishment of a national system of technical regulation of the circulation of cosmetic products as a whole.

Aim. The purpose of the study is to analyze the problems of implementation of quality management systems (QMS) at domestic enterprises for the production of cosmetics and identify promising areas of this activity.

Materials and methods. As information materials used scientific publications, domestic and foreign legislative base on the regulation of circulation of cosmetics, electronic databases of the State Register of Medicines of Ukraine, weekly "Apteka" and "Compendium", the results of their own research. Methods applied: analytical, comparative, content analysis and generalization of information.

Results of the research. The primary stage of the work was the study of the results of the activities of domestic industrial enterprises for the production of cosmetics. Statistical information of the State Statistics Service of Ukraine on the activity of economic entities in the given economic activity was analyzed. Investigated the dynamics of the number of enterprises working in the field of cosmetics, as well as studied the dynamics of production and sales of individual products of industrial enterprises in the cosmetic industry for 2010-2018.

According to the results of the analysis, it can be noted that during the period under review, the number of enterprises operating in the field of industrial production of perfume and cosmetics has doubled. Production volumes of cosmetic products in 2018 increased to 24.1 thousand tonnes, which is almost 2 times higher than in 2017. Sales of perfume and cosmetic products also increased to almost 4,0 UAH million in 2018.

The analysis of regulatory documents regulating the circulation of cosmetic products in Ukraine, shows that the requirements for its quality and safety do not meet international standards, obsolete regulatory and technical documents continue to apply to most cosmetic products. The current regulatory framework does not provide for the regulation of the basic processes of creation, research, registration, the process of post-marketing control of cosmetic products. The requirement of sanitary and hygienic expertise regarding the circulation of shortcuts does not meet world standards. As a result of the absence of a modern legal framework, a slow progress is being made in the process of implementing the requirements of the QMS in the activity of economic entities engaged in the industrial production of cosmetic products. At the same time, the problems of quality assurance, safety and efficiency of the cosmetic products depend on the level of technical regulation of the industry and, first and foremost, require the application of the quality assurance system at all stages of its life cycle. Given the specificity of the modern cosmetic market, in which high consumer demand is used multifunctional cosmetic products that are able to actively influence the physiological processes of the skin, we consider it appropriate at all stages of circulation of the short circuit to take into account their aforementioned specificity. The scheme of the life cycle of the CP specifies the features of their stages of circulation and takes into account the feasibility of introducing processes for the control of their quality, safety and efficiency throughout the product turnover cycle.

Project Resolution of the Cabinet of Ministers of Ukraine "On Approval of the Technical Regulation for Cosmetic Products" (TR), which sets requirements for quality and safety of cosmetic products on the Ukrainian market in accordance with European standards, has been repeatedly published on the official website of the Ministry of Health of Ukraine for public discussion (16.06.2017, 17.07.2019). 23.01.2020 the next version of the draft document is available on the Ministry of Health of Ukraine website

for public discussion. The analysis of the draft document showed the necessity of its certain addition in order to comply with European standards and current tendencies of development of the cosmetic industry. In particular, it is recommended that the requirements for state market surveillance be specified, that the competent authority take the necessary measures to prohibit or restrict the making available on the market of cosmetic products or them from sales within the limits of inconsistencies made by the responsible person.

In order to effectively implement the Regulation, the question arises of the implementation of its requirements in Ukraine, namely: the creation of a sectoral domestic regulatory framework, the adaptation of documents and the identification of competent organizations that will monitor their implementation. We have proposed a set of actions for the effective implementation of the TR, namely, the development of a draft resolution of the Cabinet of Ministers of Ukraine on the plan of measures for its implementation, development and approval of by-laws, which regulate the procedure for the implementation of the main statements of the TR and the like. Thus, a complex of multi-vector management actions is required for the implementation of the TR, which requires the uniting of efforts as authorized state bodies, industry non-governmental organizations and participants of the cosmetic market as a whole.

Conclusions: The economic perspective of the products of the domestic cosmetic industry for the national economy of Ukraine is demonstrated. The imperfections of the national legislative framework governing the circulation of the cosmetics in the domestic consumer market and the need to reform the cosmetic industry as a whole have been established. The process of reforming the domestic cosmetic industry requires the introduction of QMS throughout the cycle of circulation of cosmetic products, taking into account its specific features at the current stage of development. The issue of implementation of QMS, in particular, in the activities of industrial enterprises of the industry, is the key to ensuring the proper quality, safety and efficiency of the cosmetics in accordance with the requirements of TR. However, it is obvious that the level of application of QMS in the activity of the Ukrainian cosmetic industry does not correspond to the world experience of effective management, which is one of the reasons for the imperfection of the standardization system of domestic cosmetic products. According to our estimates, it is the use of modern models of QMS at all stages of the vital activity of cosmetic products that can improve its competitiveness and become a catalyst for the further development of the domestic cosmetic industry as a whole. In view of the above, it is promising to continue working on the development of regulatory documents that regulate the standardization of cosmetic products, taking into account the experience of international technical regulation and the features of the development of the modern cosmetic market. The introduction of effective management through the use of QMS at all stages of the cosmetic products should ensure a systematic modern approach to the standardization of products and increase its competitiveness in the context of European integration of Ukraine as a whole.

THE PROCESS OF SECUREMENT THE QUALITY OF MEDICAL DEVICES AT THE STAGE OF THEIR IMPORTS IN THE TERRITORY OF UKRAINE

Kobylka M. O.

Scientific supervisor: assoc. prof. Zborovska T. V.

National University of Pharmacy, Kharkiv, Ukraine

marina17alex@gmail.com

Introduction. The issue of correct realization of the order of importation of medical devices with the purpose of their further introduction into circulation in the territory of Ukraine is becoming more urgent today. The results of such of realization depend on the preliminary analysis of the provisions of the legislation, which require committing complex actions to taken to resolve the legal relations between the parties and provide for the need for the executor to have specialist knowledge and experience.