

THEMATIC RESTAURANTS OF KHARKIV (ТЕМАТИЧНІ РЕСТОРАНИ ХАРКОВА)

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Здається, що зараз складно вигадати для свого дозвілля щось оригінальне і нове. Але є в Харкові заклади, які загальною популярністю і славою віддали перевагу над строгому наслідуванню ідеї і іміджу.

Restaurant business constantly develops. However to beginners in this sphere happens not easy to find new "counters". Cafes of a fast food open continually therefore there is no sense to spend money and the nerves for preparation of papers as it isn't known, whether it will be possible to entice to itself foreign clients.

And except fast food, there is a heap of other cafes and restaurants which offer approximately identical services, the menu and the prices. People already got used to an interior and vacation spots, want something habitual.

But if the dream become the owner of restaurant is, and there is money for its realization, the only exit will be to create the institution of a public catering directed on target audience. Then there is a high probability of that the place will receive regular customers, instead of will be lost in the mass of similar buildings. Despite the main problem of thematic institutions - narrowness of public, it nevertheless a good way of development of the business. It is natural that before implementation of the plan it is necessary to define a circle of visitors and to carry out some other researches which will help to solve finally, whether there is a game of candles.

So, thematic institutions of Kharkov: 1) Restaurant "Duby – kolduny": the restaurant is located on Klochkovskaya St. The card of "Oaks" – original registration. In the small territory the real fantastic corner settled down: there is quite real "Hut on chicken legs", Emeli's lodge with the real Russian furnace, izbas of Zmey Gorynych, Masha and the Bear, the Forester and the Hunter; 2) Restaurant "Sharikoff": one more picturesque institution – on Kvitki-Osnovyanenko St., which interior it is stylized under times of heroes of the Bulgakov novel "Heart of a Dog"; 3) Chekhov Restaurant: the atmosphere of Tsarskoye Selo Provence look for on Sumskaya St. (a corner with Petrovsky).