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## APPLICATION OF THE FRANCHISE MODEL IN THE MODERN ECONOMY

The high efficiency of the airline in the transport market causes significant competition in mastering new or redistribution traditional passenger. The main factor in improving competitiveness, obtaining competitive advantages and strengthen the market position is to provide high quality of service of air passenger traffic.

The globalization of world economic processes that entail greater competition in domestic markets due to the presence in them not only domestic but also foreign producers leads to the need for "globalization" and most services, goods and services with assured quality mark regardless of locality its distribution.

The current state of the economy, its internationalization necessitates the development of organizational and economic principles of formation of the integrated business forms. Especially this trend is seen in relation to companies operating in the industrial recession and financial indicators when every manufacturer wants to draw attention to their products. Therefore,

one of the priorities is the development of organizational and economic mechanism of formation, establishment and development of the franchise form of business organization.

Franchising is a highly effective form of activity, which is characterized by low risk and has a stable level of profitability. Franchising is a promising business model for service industries, particularly catering, where great importance is the control and standardization of technical, manufacturing and administrative processes.

For the modern Ukrainian economy franchising is a relatively new phenomenon, while in developed countries it is more than half a century practiced as a means to meet the needs of society in different services. Long-term practice of franchising in developed countries amply demonstrated his exceptional business performance. This efficiency is associated with the idea of replicating a specific technology proven practice concepts of business.