

**ALFRED NOBEL UNIVERSITY
DEPARTMENT OF THE GLOBAL ECONOMICS**

QUALIFICATION WORK OF BACHELOR

**“DEVELOPMENT AND WAYS OF THE INTERNATIONAL
INVESTMENT
PROJECT “Coffeehouse in France”**

**Forth year student, group IER16-a
in speciality 292 “International economic relations”**

Koshelenko K.P.

Supervisor: Zadoia O.A.

Candidate of Economic Sciences, Associate Professor

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ALFRED NOBEL UNIVERSITY
DEPARTMENT OF THE GLOBAL ECONOMICS

First (bachelor) level

Specialty 292 International economic relations

Approved:

Head of Department __Zadoia A.O____

_Doctor of Economics, Professor_____

(signature, last name, initials, scientific degree, academic status)

“ _____ ” _____ 20__ p.

TASKS

for qualification work

Of Kate Koshelenko

1. Topic: “DEVELOPMENT AND WAYS OF THE INTERNATIONAL INVESTMENT PROJECT “Coffeehouse in France”

2. Supervisor Zadoia O.A. Candidate of Economic Sciences, Associate Professor

Approved by order of " ____ " _____ 20____, No. _____

3. Deadline for submission of work completed by the 1.06.2020

4. Target installation and baseline data

 Write an investment project for a coffeehouse in France. To develop skills in the practical application of theoretical knowledge.

 5. Content of the work (list of questions to be developed):

- select the country for investment
- define why the country is attractive for investment project realization
- conducting the appropriate calculations based on the real numerical data analysed.

6. Date of issue of the assignment _____

7. Calendar of work execution

| no | Name of the stages of qualification work | The deadline for the work stages | |
|----|--|----------------------------------|------------|
| | | according to the plan | in fact |
| 1 | Preparation of the first section | 01/04/2020 | 29/03/2020 |
| 2 | Preparation of the second section | 15/04/2020 | 10/04/2020 |
| 3 | Preparation of the third section | 15/05/2020 | 12/05/2020 |
| 4 | Finishing the work | 01/06/2020 | 30/05/2020 |

Student Koshelenko K.P. _____

signature last name, initials

Supervisor Zadoia O.A. _____

signature last name, initials

SUMMARY

Koshelenko K.P. Development and implementation of the international investment project "Opening a coffeehouse" in France.

The study examines the current state and trends of the French economy over the past fifteen years. It was found that France is one of the most successful countries in the European Union, which demonstrates high rates of economic dynamics and success in international economic relations. This creates favorable conditions for the organization of small businesses, where you can combine investment and job creation for the investor. The paper develops an international investment project to create a coffee shop in Paris at the expense of an investor from Ukraine. Calculations of the need for investment resources are given, the organizational and legal form of the created enterprise is substantiated, and also calculations of the basic indicators which have allowed to estimate investment attractiveness of the offered project are carried out.

Key words: investment climate of Poland, NPV, payback period of the investment project.

АНОТАЦІЯ

Кошеленко К.П. Розробка та шляхи реалізації міжнародного інвестиційного проекту «Відкриття кав'ярні» у Франції.

У роботі проведено дослідження сучасного стану та тенденцій розвитку економіки Франції за останні п'ятнадцять років. Виявлено, що Франція є однією з найуспішніших країн Європейського Союзу, яка демонструє високі темпи економічної динаміки та успіхи у міжнародних економічних відносинах. Це створює сприятливі умови для організації підприємств малого бізнесу, де можна поєднувати інвестування та створення робочого місця для самого інвестора. У роботі розроблено міжнародний інвестиційний проект по створенню кав'ярні у Парижі за рахунок власних коштів інвестора з України. Наведені розрахунки потреби в інвестиційних ресурсах, обґрунтовано організаційно-правову форму створюваного підприємства, а також проведено розрахунки основних показників, які дали змогу оцінити інвестиційні привабливість запропонованого проекту.

Ключові слова: інвестиційний клімат Польщі, NPV, термін окупності інвестиційного проекту.

INTRODUCTION

SECTION 1. THE ECONOMY OF FRANCE: CURRENT SITUATION, DEVELOPMENT TRENDS AND MAIN PROBLEMS

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- 1.3. The French labor market and its participation in international migration processes

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- 2.3. Tax system

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- PROJECT
- 3.1. Stages and features of conducting the project's analysis
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INTRODUCTION

Relevance of the problem:

Investments (capital investments) are the totality of costs realized in the form of long-term investments of own or borrowed capital. According to international financial reporting standards, investments are an asset that the company uses to increase its wealth through various kinds of income received from the invested object in the form of interest, dividends and rents, as well as in the form of capital gains. Investment activity is one of the most important aspects of the functioning of any commercial organization. The reasons for the need for investment are updating the existing material and technical base, building up volumes - this is production, the development of new activities. The investment process plays an important role in the economy of any country. Investing to a large extent determines the economic growth of the state, employment and constitutes an essential element of the basis on which the economic development of society is based. Therefore, the problem associated with the efficiency of use and evaluation of investments deserves serious attention. The importance of economic assessment for planning and implementation is difficult to overestimate. Moreover, the preliminary assessment, which is carried out at the stage of developing investment projects, is of particular importance and contributes to the adoption of reasonable and informed management decisions. The main direction of the preliminary assessment of investments is the determination of indicators of the possible economic efficiency of investments, i.e. return on capital investments that are provided for by the project. Typically, the calculation takes into account the time aspect of the value of money. Very often, an enterprise is faced with a situation where there are a number of alternative (mutually exclusive) investment projects. Naturally, there is a need to compare these projects and select the most attractive of them according to some criteria. In investment activities, the risk factor is essential.

Investing is always associated with the immobilization of the financial resources of the enterprise and is usually carried out in conditions of uncertainty, the degree of which can vary significantly. In a market economy, there are a lot of investment opportunities. However, the amount of financial resources available for investment in any enterprise is limited. Therefore, the task of optimizing the investment budget and evaluating investments is of particular relevance.

Investment Project Efficiency: indicator reflecting the compliance of the project with the goals and interests of its participants. From the point of view of legislation, evaluating the effectiveness of investments is not mandatory, however, each investor is interested in protecting himself from the loss of invested funds and getting enough profit to compensate for risks. Investment assessment is reduced in the general case to the construction and study of some economic and mathematical model of the project implementation process. The need for modeling is due to the fact that when evaluating a project, the complex and multifaceted process of its implementation has to be simplified, discarding insignificant factors and focusing on more significant ones. As a result, the object of analysis is not the project itself, but the material and cash flows associated with it. Thus, the problem boils down to “translating” project documentation into the language of cash flows, and reflecting the interests of project participants in the calculation formulas, which allow evaluating cash flows with respect to these interests. This will allow you to get an objective idea of the various aspects of the effectiveness of this project and ultimately make an informed decision about the prospects for its payback. When evaluating the investment of projects, they proceed from the information about the project that is contained in the project materials, accepting it as complete, accurate and reliable. When examining an Investment project, the task is to find out how complete, accurate and reliable it is. All of the above emphasizes the relevance of the topic of the graduation project.

Object of study: Coffeehouse in Paris

Subject of study: assessment of investment performance.

The purpose of the thesis: assessment of the effectiveness of the investment project.

Tasks of work:

- study of the theory of the concept of investment, their types, performance indicators;
- analysis of the general characteristics of the enterprise and its economic indicators;
- analysis of the effectiveness of investment project indicators.

SECTION 1.

THE ECONOMY OF FRANCE: CURRENT SITUATION, DEVELOPMENT TRENDS AND MAIN PROBLEMS

1.1. General characteristics of the French economy

General information

The official name is the Republic of France (Republique Francaise). Located in the western part of Europe. The area of France is 547 thousand km², the population is more than 66.6 million people. At the same time, about 6% of the population of France (3.8 million people) do not have French citizenship. In contrast, about two million people who are French citizens reside outside the country. Thus, we can say that about 64 million French citizens live in the world. The municipal language is French. The capital of the country is the city of Paris. Municipal Party - Bastille Day July 14th. The currency unit is the euro (from 2002, to this French franc).

France is a member of the United Nations (since 1945), the IMF and the World Bank (since 1947), NATO (1949–66), the OECD (since 1951), the OECD (since 1961), the EU (since 1957), the OSS (since 1973), “ Big Seven ”(since 1975), EBRD (since 1990), WTO (since 1995).

France is a sovereign unitary democratic republic. The current Constitution, adopted on October 4, 1958, regulates the functioning of the authorities of the Fifth Republic: it establishes a republican presidential-parliamentary form of government (Constitution of the French Republic, Section 2).

The upper house of the French parliament is the Senate. The head of state is the president, elected for 5 years. The head of government is the prime minister.

Executive power in France is represented by the Council of Ministers, which is appointed by the President in agreement with the Prime Minister. In France, the Prime Minister is responsible for current domestic and economic policies, and

also has the right to issue general decrees. He is considered responsible for government policy (article 20 of the Constitution). The Prime Minister directs the activities of the government and enforces the laws (Article 21).

Legislative power in France belongs to the Parliament, which includes two chambers - the Senate and the National Assembly. The Senate of the Republic, whose members are elected on the basis of indirect universal suffrage, consists of 321 senators (348 since 2011), 305 of which represent the metropolis, 9 - overseas territories, 5 - the territories of the French community and 12 - French citizens residing abroad. Senators are elected for a six-year term (from 2003, and until 2003 - for 9 years) by an electoral college consisting of deputies of the National Assembly, general advisers and delegates from municipal councils, with the Senate renewed by half every three years. The National Assembly, whose deputies are elected on the basis of direct universal suffrage for a term of 5 years, consists of 577 deputies, 555 of whom represent the metropolis, and 22 - overseas territories.

The judicial branch in France belongs to the courts. The activities of the French judicial system are regulated in Section VIII of the Constitution "On the Judiciary". The President of the country is the guarantor of the independence of the judiciary, the status of judges is established by law, and the judges themselves are irremovable. French justice is based on the principles of collegiality, professionalism, independence, which are provided by a number of guarantees.

The system of local governments in France is being built in accordance with its administrative-territorial division. It is represented by communes, departments and regions where elected bodies exist.

(General information: <https://www.france.promotour.info/france.php> , 1)

Economy and main aspects

France is a highly developed country, a nuclear and space power. According to the total volume of the economy, the country ranks second in the European

Union (after Germany) and is steadily in the top ten. Nevertheless, the traditionally weak points of the French economy include: relatively high unemployment (about 10.5% of the working-age population), especially among young people and in overseas departments; budget deficit; dependence of the economy on the public sector; a large amount of external debt (in 2013 - 93.8%); a relatively low level of technology implementation in industry, and therefore the growth rate of industrial production in the last decade is often negative (in 2008 - -1.8%, in 2009 - -8.8%, in 2013 - -0.4 %); a weak export base and, as a result, a negative trade balance (in 2013, the negative balance of foreign trade amounted to about 70 billion US dollars). The weaknesses of the French economy became more apparent after the country's accession to the Eurozone, in which France continues to lose competitiveness due to the expensive, in terms of the quality of its products, euro.

A significant part of France's GDP is provided by industrial production - 20%, it provides more than 30% of jobs, 40% of investments, 80% of exports. France has significant mineral reserves: iron and uranium ores, bauxite, potassium salts, etc. This creates the basis for mining and heavy industry.

Trade plays an important role in the French economy (13.0% of GDP, 13.4% of the employed). Major change since the 1980s - the transition from small retail to an integrated organization, to modern complexes: super- and hypermarkets.

Nuclear power plant in France Between 1980 and 2010, the French economy experienced an abrupt increase in the share of the services sector. The dynamics of services between 1980-2010 exceeded the rate of economic growth by 1.2 times. Services to enterprises developed especially rapidly (+ 5.2% on average annually). The main part of this sphere is market-based services, including 60% - services to enterprises. These are two groups: consulting, which includes at least a dozen types of activities (legal, advertising, accounting, engineering, marketing, information, etc.), and so on. operational services - rental, staff recruitment, security measures, etc.

France is currently at the stage of transition from a prosperous modern economy that has a large share of state ownership and intervention to one that relies more on market mechanisms. The government partially or fully privatized many large industrial and insurance companies and banks and ceded shares in leading companies such as Air France, France Telecom, Renault, and Thales. However, the state retains a significant presence in some sectors, especially in the energy, public transport and defense industries. France is the most visited country in the world (more than 75 million tourists annually) and supports the third largest income in the world from tourism. (*Economy and main aspect: <https://www.france.promotour.info/france.php> ,2)*)

Characteristic of the local market

In France, the unemployment rate is the lowest since 2015 in the second quarter. It was about 10.3%.

In the second quarter of 2019, the unemployment rate continues to decline - from 8.7% to 8.5%. In five years, the number of unemployed has decreased by 300 thousand people.

It is reported that in the second quarter in the private sector of France was created more than 62 thousand jobs, and in the first - more than 96 thousand.

Noting the positive trend, French Labor Minister Muriel Penicode noted that these are the first results of the government's socio-economic reforms.

(Characteristic of the local market:

https://ru.theglobaleconomy.com/France/Unemployment_rate/ ,3)

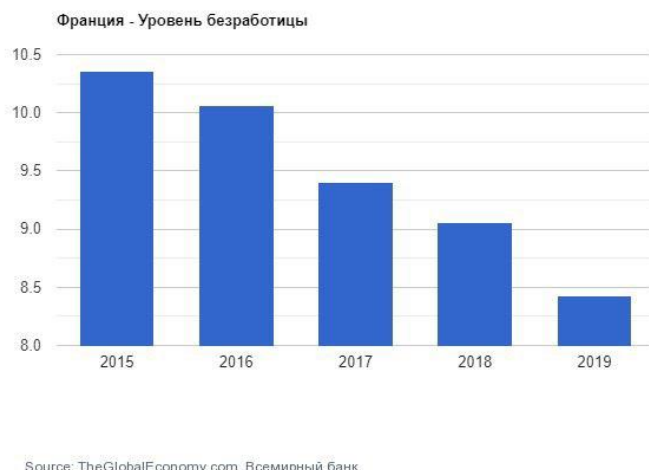


Figure 1.1. Level of unemployment

Infrastructure development

The center of France's transport system is Paris. It is connected by the Seine waterway with the sea. The section of the Seine between Paris and Le Havre, 374 km long, has an annual turnover of up to 50 million tons. The system of water canals connects Paris with Belgium, the Rhine basin and through the Saone and Rhone - with the Mediterranean Sea. Paris is approached from four sides by gas pipelines, an oil pipeline from Le Havre and power lines from the north and the Alps and Pyrenees.

Railways and motorways depart from Paris in all directions. The main destinations are Le Havre, Lille, Strasbourg, Lyon - Marseille, Toulouse, Bordeaux, Nantes and Brest. The most important transport corridor of the country was formed along the line Le Havre - Paris - Lyon - Marseille. It is saturated with the most diverse and modern transport infrastructure. Paris is the third air hub in Europe, second only to London and Frankfurt.

The leading role is played by road transport, which carries most of the passengers and goods. The car fleet numbers about 30 million units, of which 21 million are passenger cars. The longest roads in Europe are 1.3 million km, and the density of roads is 160 km / 100 km².

Railway transport ranks 2nd in terms of freight turnover (50 billion tons / km). The length of railway tracks is 34 thousand km, of which 10 thousand km are electrified. The Paris and Northern districts are characterized by a dense network of railways. Important railway routes are Paris-Marseille, Paris-Bordeaux, Paris-Toulouse. A high-speed rail service has been set up on the Paris-Lyon-Marseille line.

The density of railways is 6.2 km / 100 km². France has a dense network of pipelines stretching from seaports to Strasbourg and Paris. Natural gas is supplied to French consumers by gas pipelines from the Netherlands and Russia. Maritime transport plays an important role in France's foreign trade, the tonnage of the navy is 6 million. -reg.t. The country's largest seaports are Marseille (100 million tons, 40% of the country's maritime turnover), Le Havre, Dunkirk, Rouen, Nantes, Saint-Nazaire, Bordeaux (a total of 89 ports).

Metro in France is in Paris, Lyon, Marseille, Lille, Toulouse, Rennes. In Rouen - partially underground high-speed tram. In addition to the metro system, in Paris there is a network of RER (Reseau Express Regional), connected to both the metro system and the network of suburban trains.

The closest transport links have developed with neighboring countries, other developed countries and with the former French colonies. The most important destinations are Paris - Brussels and Paris - Frankfurt. Two railway tunnels have been laid through the Pyrenees to Spain, but their role is minimal.

Railway tunnels to Switzerland via the Jura are very widely used, and two road tunnels under the Alps connect France with Italy. One of them is near Mont Blanc (length 11.7 km), the other - under the pass Frejus (length 12.9 km). The English Channel tunnel has been connecting France with Great Britain since 1994. (*Infrastructure development: <http://www.geograf.com.ua/france/582-france-transport>, 4)*)

1.2. France's place in the EU and other international organizations

In the 19th century, a new colonial empire was built in France, the second only in the British Empire. He was humiliated during the Franco-Prussian War of 1870-71, which marked the rise of Germany's dominance in Europe. France was on the side of the victors of the First World War, but things were bad during the Second World War. He fought losing wars in Indochina (ending in 1954) and Algeria (ending in 1958). The Fourth Republic collapsed and the Fifth Republic began in 1958 to the present. Under Charles de Gaulle, he tried to block American and British influence on the European community. Since 1945, France was one of the founders of the United Nations, in NATO, as well as from the European Coal and Steel Association (the predecessor of the European Union). As a charter member of the United Nations, France has a permanent seat on the Security Council and is a member of most of its specialized and related agencies.

France is also one of the founders of the Union for the Mediterranean and Francophonie and plays a key role, both in regional and international affairs.

Fifth Republic since 1981

Francois Mitterrand: 1981-1995

Francois Mitterrand, a socialist, emphasized European unity and the preservation of France's special relationship with its former colonies in the face of "Anglo-Saxon influence." Part of the adopted policy was formulated by the Socialist Party's 110 proposals for France, the electoral program in the 1981 presidential election. He had a warm and effective relationship with the conservative German Chancellor Helmut Kohl. They promoted Franco-German bilaterality in Europe and strengthened military cooperation between the two countries.

Shortly after taking office, President Sarkozy began negotiations with Colombian President Alvaro Uribe and the left-wing partisan FARC to free hostages held by a group of rebels, especially Franco-Colombian politician

Ingrid Betancourt. According to some reports, Sarkozy himself asked Uribe to release Rodrigo Grand as FARC Chancellor. In addition, he announced on July 24, 2007 that French and European representatives received extradition from Bulgarian nurses detained in Libya to their country. In exchange, he signed with Gaddafi security, health and immigration pacts - and \$ 230 million (168 million euros) in MILAN anti-tank missile sales. The contract was the first from Libya since 2004, and was agreed with MBDA, a subsidiary of EADS. Another 128 million euro contract would be signed, according to Tripoli, with EADS for the TETRA radio communication system. The Socialist Party (PS) and the Communist Party (PCF) criticized “state romance” and “barter” with “rogue state”. PS leader, François Hollande, requested the opening of a parliamentary investigation.

Since June 8, 2007, during the 33rd G8 Summit in Heiligendamm, Sarkozy set himself the goal of reducing French CO₂ emissions by 50% by 2050 to prevent global warming. He then pushed forward the important Socialist figure, Dominic Strauss-Kahn, as the European candidate for the International Monetary Fund (IMF). Critics claimed that Sarkozy proposed appointing Strauss-Kahn as managing director of the IMF to deprive the Socialist Party of one of its most popular figures.

Sarkozy normalized that there was a tense relationship with NATO. In 2009, France was again fully integrated by NATO. François Hollande continues the same policy.

François Hollande

Socialist François Hollande won the election in 2012 as president. He adopted a generally belligerent foreign policy, in close cooperation with Germany regarding the nasty Russian moves against Ukraine, as well as sending troops to fight radical Islamists in Africa. He takes a tough stance against the Greek debt crisis. François Hollande launched two military operations in Africa: Operation Serval in Mali (the French armed forces stopped the Islamic capture of Bamako,

the capital of the nation); and Operation Sangaris (to restore peace there, as tensions between various religious communities turned into violent conflict). France was also the first European country to join the United States in the bombing of the Islamic State of Iraq and the Levant. Under President Hollande, Stances of France about the civil war in Syria and Iran's nuclear program was described as a "hawk".

Emmanuel Macron, 2017 - pr.

In 2017, Sophie Meunier is considering whether France is still relevant in world affairs:

France does not have as much relative global influence as before. Decolonization ... reduced France to territorial possessions and, therefore, its influence. Other countries acquired nuclear weapons and created their own army. The message of "universal" values carried out by the foreign policy of France encountered great resistance, as other countries developed the following different political trajectory than that preached by France. By the 1990s, the country had become, according to Stanley Hoffman, "of ordinary capacity, neither in the case of a basket, nor a challenger." Public opinion, especially in the United States, no longer sees France as an essential force. The last time that his foreign policy of France put back in the world the spotlight was at the beginning of the intervention in Iraq France's refusal to join the US-led coalition. In fact, however, France still has a very relevant force in world affairs. France is a country of great military importance nowadays France has also shown what has mattered in the world of environmental matters with the Paris Agreement, a global agreement to reduce carbon emissions. Trump's election in 2016 could reinforce demands for France to step in and lead global environmental leadership if the U.S. disconnects, as the new president promised, from a variety of strategies.

Polls show that US President Barack Obama was very popular in France, but Donald Trump was extremely unpopular. Natalie Nougayrè states:

However, behind this widespread disgust lies a diplomatic opportunity. From the US, look inside yourself and Trump, breaking away from traditional foreign policy by a set of rules ... Macron, seeks to breathe new life into a European project as a way to restore French leadership. French power is no substitute for American power, of course. But with the image of the United States, the global role and reliability once again uncertain, Europeans feel the emptiness that someone has to fill, and France believes that at least try to do it. (*France's place in the EU and other international organization:*
https://ru.qwe.wiki/wiki/Foreign_relations_of_France ,5)

1.3. The French labor market and its participation in international migration processes

France is one of the first European countries to face the need for immigrants and, as a result, migration issues. According to most researchers, in the entire history of immigration to Europe, this country accepted the largest number of foreigners on its territory. It is worth noting that immigrants began to arrive in France since the middle of the XIX century, during the period of its rapid industrial development.

There were two main reasons for attracting foreigners to their territory: the growing demand for labor and the crisis demographic situation.

After World War II, migration flows to France only increased, moreover, they came both from European states and from former French colonial possessions, and later more and more political immigrants and refugees from various disadvantaged areas of the planet began to appear.

First, young workers from Italy and Spain arrived in the country, and later immigrants from the former French colonies, as well as from Portugal.

By 1976, there were already about 4 million immigrants in France (7% of the population). The national structure of immigrants has also changed: 22% -

Portuguese, 21% - Algerians, 15% - Spaniards, 13% - Italians, 8% - Moroccans, 4% - Tunisians, 2.5% - Africans, 1 5% are Turks [5].

Over time, the largest group of immigrants began to come from Africa and the Arabs. A quarter of the population of France is not French.

It should be noted the official French definitions of the terms “immigrant” and “foreigner”: - an immigrant is a person living in France who is not a French citizen at the time of birth, born outside the territory of France. Thus, the status of “immigrant” is assigned to a person at the first crossing

Nii border for his whole life;

- a foreigner is a person residing

in France and not having French citizenship. Thus, the status of a “foreigner” is not assigned for life and can be changed at the time a person acquires French citizenship.

At this stage, France is in fifth place in terms of the number of immigrants.

But if we take it from a different point of view, namely immigrants and immigrant children, then the French population from 25 to 54 is the second generation of immigrants. And these are, indeed, the highest rates in Europe.

If we consider the standard of living of the indigenous population and immigrants, then it varies greatly. The unemployment rate in disadvantaged areas (where immigrants live) reached 22%, which is almost two times higher than throughout the country. (*International migration:*

<https://periodicals.karazin.ua/irtb/article/download/6574/6081> ,6)

SECTION 2.

FOREIGN ECONOMIC ACTIVITY OF FRANCE: INTERNATIONAL MOVEMENT OF GOODS AND CAPITAL

2.1. Export-import activity of France

France takes the 5th place in the global import of goods, the 4th place in the world (after the USA, Germany, Japan) in the export of industrial products. In Europe, it is a major exporter of food products. And in the world in this regard it takes 2nd place after the United States.

France is a country with an average open economy with imports significantly exceeding the safe 15% level (in 2014, export and import quotas were 28.7% and 30.5%, respectively).

The balance of foreign trade over the past ten years has remained negative, while the maximum excess of imports over exports was noted in 2011. For the analyzed period, an increase in foreign trade turnover was observed by an average of 3.7% per year.

For ten years, there has been an increase in the volume of exports and imports of goods and services in France, with the exception of the crisis of 2009-2010. In 2014 Compared with 2005, the volume of exports grew by 30.9%, while the volume of imports grew by 37.2%.

France's role in world trade has remained stable over the past 25 years. Share of exports in French GDP in 2014 amounted to 28.7%.

The main trading partners of France are the EU countries (65% of the total turnover), as well as Japan and the USA. In recent years, there has been a rapid development of trade relations with Spain. Particularly fast pace is developing trade relations with Germany, Italy and Ireland. The largest share is occupied by trade with Germany both in export and in import (16.5% and 17.1%, respectively).

France exports grain, meat, milk, meat and dairy products, various types of wines, automobiles, machinery and equipment, chemical products and pharmaceuticals, equipment for space and weapons.

The main import items are energy carriers, basic chemical products, machinery and equipment, electronics, food products, automobiles and fabrics.

The trade balance of services is positive for almost all types of services. 56% of all operations are in EU countries. The largest turnover falls on such services as tourism, Analyzing France's foreign trade separately for goods and services, it should be noted that over the entire period, more goods were imported into France than exported, that is, imports exceed exports. The opposite was the case with trade in services: the volume of exports of services exceeded the volume of imports. The size of foreign trade in goods exceeded foreign trade in services. In 2014, the foreign trade turnover in goods amounted to 1148.837 billion US dollars, and in services - 513.414 billion US dollars.

A significant reduction in the volume of exports and imports of both goods and services in 2009. The volume of exports and imports of goods also decreased in 2012 (by 4.4% and 6.8%, respectively). and the volume of exports and imports of services remained virtually unchanged. Over the past 2 years (2013-2014), there has been an increase in exports and imports of goods and services.

The structure of foreign trade in services in France is dominated by communications, communications, professional and technical services. In 2014, export of these services amounted to 52% of the total exports by services, and imports amounted to 53.7%. In France, in terms of exports, tourism services are in second place (20.9%), in third place are transport services (19.2%), and in imports, tourism services are inferior to transport services, accounting for 19.4%, while transport - 21.7%. The proportion of insurance and financial services the smallest (7.9% and 5.3% respectively in export and import).

Partnership of France and Ukraine. France is of great importance for Ukraine as a developed European country with the second largest economic potential in Europe.

The main items of Ukrainian exports to France are: clothing, textile and knitwear, fats and oils, organic chemical compounds, oil seeds and fruits. The imports from France are dominated by: energy and electrical equipment, electronic devices, chemical products; pharmaceutical products, alcoholic and non-alcoholic drinks.

The balance of trade in goods between Ukraine and France has remained negative for the past 10 years, with the volume of imported goods from France more than 2 times the volume of exported goods from our country to France.

Today, the balance of trade in services of Ukraine and France remains positive (8.3 million US dollars in 2014), and the balance of trade in goods - negative (-736.5 million US dollars). (*Export-import activity:*

<https://core.ac.uk/download/pdf/147041585.pdf> ,7)

2.2. The scale and main directions of foreign direct investment in France

Tourism and other spheres for investment

At the beginning of the XXI century, international tourism has gained enormous scale of development.

International tourist relations have become an integral part of the overall process of internationalization of socio-economic relations.

The twentieth century is characterized by the extremely rapid development of international tourism, which has become widespread in recent decades. This was facilitated by certain objective factors (increase in living standards) and the activities of international, regional and national tourism organizations, which seek from states to ensure greater access to tourism for various segments of the

population. Such an increase in contacts between people of different cultures and tastes can not but significantly affect the development of the modern world community, in particular, the development of its culture.

Tourism has a significant impact on such sectors of the economy as transport, communications, architecture, construction, agriculture, handicrafts, trade, production of consumer goods. In many countries and regions, tourism is the main source of income.

In terms of number of employees, the tourism industry has also become one of the largest in the world - it employs more than 260 million people, ie every 10th employee.

Revenue from travel worldwide is more than \$ 500 billion annually. The countries of Western Europe and the United States receive the largest profits. According to the forecasts of experts of the World Tourism Organization (WTO), at the beginning of the XXI century, the volume of international tourism will grow annually by an average of 4%.

Tourism is a significant source of job creation, and it is projected that 2,500 new jobs will be created daily every day over the next five years.

This is one of the few sectors of the economy where the involvement of new technologies does not lead to a reduction in staff. This is important because by absorbing more labor, tourism reduces social tensions in society.

In addition, world experience shows that the tourism industry can be developed in times of economic crisis, which is important for Eastern Europe.

International tourism is becoming an increasingly important factor in the economic development of some regions. It encourages the rapid growth of industrial activity. This promising industry will continue to develop rapidly and will remain the leading industry in the field of services in the country.

International tourism as a type of economic activity has the following features: in contrast to foreign trade is not based on the exchange of goods and services, and tourists.

That is, living people; travel services are not mobile, they can not follow the buyer, are not subject to storage; there is no flexibility in the proposals.

Tourism, as a multifaceted industry, has entered the lives of children and adults, urban and rural residents, people of mental and physical labor. It is one of the most promising sectors of the world economy, an important social plane of human communication. According to various analysts, the development of international tourism is based on the following factors:

Economic growth and social progress have led to an increase in business and educational travel.

Improving transport and reducing the cost of transport services.

Increasing the number of employees in developed countries and increasing their material and cultural level.

Intensification of work and receiving long vacations by employees.

The development of interstate relations and cultural exchanges between countries has led to the expansion of interpersonal ties.

The development of services has stimulated the development of transportation and technological progress in the field of telecommunications.

Easing restrictions on currency exports in many countries and simplifying the border crossing process.

The importance of tourism in the world is constantly growing and this is due to the growing impact of tourism on the economies of individual countries, where international tourism performs a number of important functions:

International tourism - a source of foreign exchange earnings for the country and a means of employment.

International tourism expands contributions to the country's balance of payments.

International tourism contributes to the diversification of the economy, creating industries that serve the tourism sector.

With the growth of employment in tourism, the incomes of the population increase and the level of welfare of the nation increases. According to experts, the rapid development of international tourism will continue. (*Tourism:* https://er.knutd.edu.ua/bitstream/123456789/15011/1/20200302_306.pdf, 8)

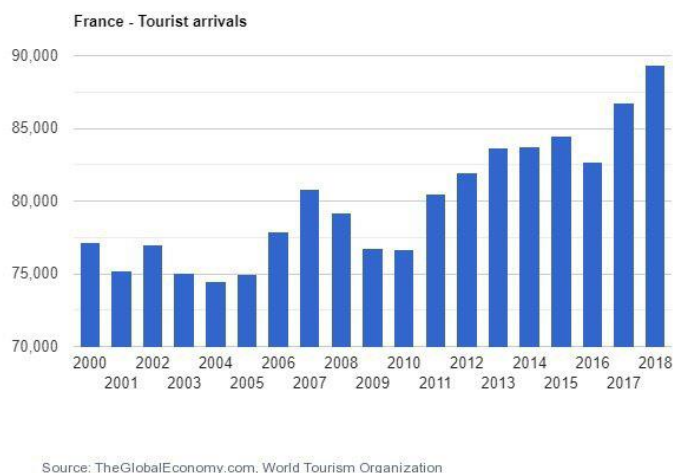


Figure 2.1. Level of tourist arrivals

2.3. Tax system

The French tax system is a very peculiar set of taxes and fees. It was formed for many decades, reflecting the historical and cultural features of the country. Currently, the system is stable in relation to the list of taxes and fees collected, the rules of their application.

Features of taxation in France are associated with the historical development of the political system and economy. The tax system is distinguished, first of all, by a systemic system on a broad legislative basis, which is based on the provision that all tax measures are within the competence of parliament.

Taxes and fees in France form about 90% of the state budget. Meetings are held by a single service. The main types of taxes - indirect, direct, stamp duty. Indirect taxes prevail. 50% of indirect taxes are VAT. There is a strict division into local taxes and taxes going to the central budget.

Basic Federal taxes: VAT, personal income tax, corporate income tax, duties on petroleum products, excises (except for ordinary products to the excise include: matches, min. Water, air transport services), property tax, duties, income tax from securities, etc.

Basic local taxes: tourist tax, family tax (consists of three taxes: housing, land tax on houses and buildings, land tax), tax on profession, tax on cleaning the territory, tax on the use of communications, tax on the sale of houses. In general, local taxes make up 30% of the total tax burden, and they fill 40% of local budgets.

In the case of shelter, there is a solid system of liability:
 in case of an error in filling in, the tax is levied in full and a fine of 0.75% per month or 9% per year is imposed;
 if the violation is intentional, the tax is levied in double amount;
 in case of a serious violation, imprisonment is possible.

Income tax

This tax is 20% of tax revenues of the budget. This is due to historical features, with the fact that the government uses the income tax to conduct its social policy: in the underdeveloped social consumption funds income tax is a tool to stimulate the family, to provide assistance to the poor. The income tax is entrusted with the functions of stimulating the population's contributions to savings, real estate, and the purchase of shares. All this creates a complex system of tax calculation and the application of numerous benefits and deductions. Thus, out of 25 million taxpayers, only 15 million (52%) actually pay taxes. Potential payers are all individuals of the country, as well as enterprises and cooperatives that are not joint stock companies.

The tax, in principle, is the only one, calculated on a single progressive scale, but at the same time it takes into account the economic, social, family conditions and age of each payer. Progression rates range from 0 to 56.8%

depending on income. The scale is updated annually to take into account inflation. Income tax must be paid by all residents of France on income received at home and abroad, subject to agreements. A fundamental feature - the taxable income is not an individual but a family.

If the payer is unmarried, for the tax it is a family of one person. The tax is paid from the age of 18. Taxation is carried out on the total income stated in the declaration, drawn up by the payer once a year on income for the previous year. This complicates the control over the completeness of the withdrawal, slows down the turnover of tax revenues in the budget. In addition, if revenues fall during the year, there may be problems with payment. Taxpayer income is divided into 7 categories:

wages when working for hire.

Land income (from the lease of land and houses).

Working capital income (dividends and interest).

Income from resale (* houses; * securities).

Revenues from industrial and commercial activities of non-JSC enterprises.

Non-commercial income (income of freelancers).

Agricultural income.

Each of the 7 categories has its own calculation method. The general rule of deduction for determining net income is that all production costs that provided income are deducted. Expenses for maintenance of old parents and for charity are deducted. To calculate the tax, the net income of the family is divided into parts. Then the amount of tax is determined at the appropriate rates for each part. The total amount of tax is determined by adding the amounts of tax for each part. This scheme allows you to alleviate the tax burden and create benefits for large families. After calculating the value, it can be reduced by 25% the amount of costs associated with the maintenance of children in

preschool institutions, providing assistance to the elderly, paying interest on loans, life insurance, purchase of shares.

Remuneration

The following is deducted from the total amount:

- social security contributions;
- costs of professional training;
- professional expenses (travel to work, lunch, etc.).

The limit is 10% of salary, although it may be exceeded in the presence of real checks and accounts. Then the taxable salary is reduced by 20% - a discount for forced honesty, because employees do not have the opportunity to hide income, unlike traders and small businesses. These discounts do not apply to a salary of more than 500,000 francs per year.

Land income

The following are excluded from the total income:

- 15% when renting houses and 10% when renting land;
- costs associated with the maintenance of buildings;
- the amount of tax on houses and land.

Working capital income

Decreased by:

- the cost of paying for the services of the bank, if it conducts business on shares;
- 16,000 francs - to encourage small shareholders.

The amount of income from interest on deposits in the savings book up to 60,000 francs is not taxed.

Income from industrial activities is not JSC. Production and sales costs are excluded from the proceeds. Then perform the calculation depending on the amount of turnover:

- if the turnover is less than 500,000 francs a year, the merchants submit the report, and the tax office itself calculates the amount of tax. In this case, accounting is optional;
- if the turnover is more than 500,000 francs, the entrepreneurs themselves make the calculations. Individual commercial enterprises can receive a 20% discount if they are members of a state-approved management center and are a guarantor of the absence of fraud.

Speaking of harmonizing the tax system, it should be noted that such a specific tax will be very difficult to convert. In this case, it is so connected with French society, politics and people that a carefully considered approach to possible attempts at unification is needed. (*Tax system:*

http://ru.osvita.ua/vnz/reports/gov_reg/17980/ ,9)

SECTION 3.

DEVELOPMENT OF AN INTERNATIONAL INVESTMENT PROJECT

3.1. Stages and features of conducting the project's analysis

Paris holds the palm among the tourist capitals of the world. People from all over the world visit the city on the Seine at any time of the year: even London is ahead of Paris in the number of guests! So, in any weather, the city center is full of visitors who are willing to spend money right and left. Do not forget about the locals: rest in cafes and restaurants is a tradition for Parisians.

To understand how much Parisians love spending time in cafes, just look how crowded it was in one of the establishments that were attacked on November 13 and reopened a week ago. It is an integral part of Parisian culture to sit on the terrace with a cup of coffee.

Paris is rightfully considered the most attractive investment city in continental Europe. The role of foreign capital here is not as significant as in London, but Parisians are more likely to do it, because in the same capital of Britain it is becoming more difficult for local residents to compete with wealthy foreigners. Nevertheless, French law is very loyal to residents of other countries who are willing to invest in the local economy. This also applies to CIS citizens who want to open a business in France.

Legal subtleties

Before opening a cafe or restaurant in Paris, determine your status: will you work as an individual or legal entity. It depends on the decision what taxes are levied on the business (read about them below). Please note: not all ways of doing business are available for immigrants from the CIS countries.

French laws do not prohibit individuals from conducting business (i.e. commercial) activities, including restaurant activities. But in practice, for

Ukrainian citizens who do not have French citizenship, it is extremely difficult to become the owner of a restaurant not as a legal entity. The reason is that, according to the rules of French law, any company whose activity is associated with the restaurant business is required to obtain a license. The French Public Health Code stipulates several categories of licenses that grant varying degrees of rights. The main problem is that for licensing you must have the citizenship of France, any other state of the European Economic Area or the country with which France has entered into an international agreement. Therefore, when establishing their own restaurant, a citizen of another country can not do without a partner or manager - a native of these states. It is for him that the license will be issued.

Taxes

Taxes depend on the status of the one who carries out the activity:

I. Individual

In this case, a private person is taxed: you are personally responsible for the payment. The declaration is sent at the end of May and is paid in September-November. The amount is considered on a progressive scale: from 0% to 45% of the annual result.

II. Entity

In this case, the company pays tax, and its official representative bears responsibility. The declaration is sent at the end of May and is paid immediately. The amount of tax is 15% for annual profits up to 38 120 euros plus 33% of the funds exceeding it.

In both cases, the activity is subject to such fees:

1. VAT.

In France, there are several VAT rates: from 5.5% to 20%. With the difference in VAT rates for the purchase and sale (which is typical for the restaurant business), the state pays compensation to the entrepreneur.

2. Social benefits for employees.

The amount depends on the size of the salary. To simplify, count on 40% of the salary paid. At the same time, the state reduces the rates of social payments for minimum wages, and also provides tax incentives to employers.

3. Social benefits for the remuneration of the company manager.

4. Other fees and charges.

Other worries of the cafe owner: smoking, noise, terraces

Residents of the house where the cafe is located have the right to demand a ban on the installation of a ventilation system (without which the institution cannot be opened) and the construction of a terrace, complain about noise, etc. If you rent a room, you will have to coordinate a lot of little things with the homeowner. Also, be aware of the partial smoking ban.

The catering company is obliged to comply with the full range of requirements established by law. For example, smoking in public places is permitted only when special areas are equipped in the room. They must meet a number of criteria, for example, have independent ventilation, be under pressure other than in the hall, and occupy no more than 20% of the total area of the room. The ban on smoking does not apply to terraces if they are open or have a fully open facade

How to choose a place for a cafe?

Everyone knows that the location plays a huge role in the restaurant business. You can beat your competitors by head, but if the cafe is in an unsuccessful or deserted place, it is very difficult to succeed. (*Project's analysis:*

<https://zagranitsa.com/nedvizhimost/article/2341/biznes-mechty-kak-otkryt-kafe-v-parizhe>, 10)

3.2. Risks and requirements for opening

Distinguish between external and internal risk factors. The first are related to the state of the market environment, the general level of prices, the presence of

certain trends in consumption. Internal risks are associated with the organization of work within the company.

External risks include:

The risk of higher prices for imported raw materials. The quality of imported coffee is not comparable with domestic counterparts; therefore, an appreciation of the dollar can seriously affect a decrease in the company's profit;

The risk of a decrease in the purchasing power of the population. In this case, you will either have to lower prices or switch to an audience with higher incomes;

Risk of increased competition. A unique trading offer, as well as other competitive advantages, allows to reduce risk;

Risk of trending and refusal to drink coffee. This risk is minimal. However, even in this case, you can always focus on preparing other drinks.

Internal risks include:

- Risk of rapid equipment wear. This risk is quite high, and production downtime is unacceptable, therefore, to reduce the risk, you need to know the engineer who can be contacted in case of unexpected breakdown;
- Theft risk from employees. This risk is reduced through the introduction of a video surveillance system;

The risk of poor customer service. It is reduced due to a well-thought-out system of punishment and the introduction of fines;

- The risk to introduce dishes that are not popular on the menu. In order to mitigate the risk, it is necessary to include in the chef's duty the regular monitoring of demand for certain dishes.

Risks in the catering business differ in their likelihood of occurrence, as well as in possible ways to eliminate the consequences. However, it is important to consider as many risks as possible in order to develop an action plan for preventive measures.

Opening documents

Before you start collecting all the necessary documents for renting or building a building, we recommend that you register as an entrepreneur. You can do this under the guise of SPD or LLC. Just note that registering an SPD will take you less time and money than an LLC. After that, you should register to receive a tax payer certificate. If you want to trade in alcoholic beverages and tobacco products, you need to get a license. Of course, you can do this all by yourself, but attracting a lawyer will help you rationally use the time and fill out applications, forms faster, more accurately, and analyze the risks and benefits of a lease, etc.

As soon as all necessary documents are ready, the next step will be to send a notice to Rospotrebnadzor if you are in the Russian Federation, or to the Committee for Technical Regulation if you open your business in Ukraine. After that, you can start working, no permission is needed. The first scheduled inspection of SES and state supervision is carried out after 3 years from the start of work, provided there are no complaints.

Supplier search

High-quality products are the key to a successful cuisine, and if you add unique dishes to this, an excellent “foundation” for your cafe will come out. Do not stop your choice on the cheapest or, as you think, advantageous offers from suppliers of products for cafes. It is better to find a couple of decent farmers who will put the price higher, but your dishes will be known throughout the city. In addition, this can also be mentioned in the menu. And even alcohol can not be ordered from large suppliers, if you find a way to local producers of craft beer or wine. That will only increase the demand and interest of your visitors.

When signing a contract with any suppliers, remember the most important thing - always reserve the right to cooperate with other suppliers, especially if this supplier cannot guarantee you stable prices. Compare the results with the prices

of dishes where these products are used, and calculate their cost in cooperation with each of the suppliers. (*Opening document and supplier search: <https://joinposter.com/post/13-tips-to-open-cafe> ,11)*)

3.3. Calculation of expected income and assessment of economic attractiveness of the investment project

For a coffee shop to be popular, it must have a special charm and appeal. In it, first of all, it should be cozy and pleasant to be. If you have selected a fairly spacious room and want to make an institution for a large number of seats, you need to carefully consider the interior and the layout of the furniture. Visitors should not have the feeling of a “dining room” when there is a large room, and tightly set tables with chairs. Small partitions between the tables that are near the walls, as well as stylish interior items will help to add delicacy to a large room.

The bar and display cabinet should be so that they can be seen immediately at the entrance to the institution. Tables can be of different sizes, however, it does not make sense to put a lot of large tables - coffee shops rarely go to big companies. The advantage should be tables for 2-4 people.

A special role in the atmosphere of the coffee house will play lighting and musical accompaniment. The light should be soft and diffused, not blind in the eyes, but also not to force visitors to squint to read the menu. You can do well without chandeliers on the ceiling - if you place the optimal number of wall and table lamps, this will be a much better solution. The most successful musical accompaniment is quiet and calm music. You shouldn't turn on the radio - it will immediately give the institution “cheapness”. It is better to opt for the blues, jazz, lounge or classic.

Furniture should be comfortable in the first place. Tables in the center of the hall are best supplemented with chairs, and tables placed against the wall with

small sofas. Decide to create a certain style, then be faithful to it until the end - everything that a coffee shop can characterize should relate to the chosen style - furniture, music, menu design, waiters uniforms, interior items, and so on.

The most important coffee house equipment is, of course, coffee brewing machines. They must be high-quality and multifunctional. Desserts will be ordered (that is, they will not be prepared in a coffee shop). Therefore, you will only need a refrigerator for storage.

In the main hall there will be a bar counter and a window for desserts.

Dishwashers will greatly facilitate the work in the kitchen. Also a mobile terminal for waiters and a cash register.

Menu

Visitors should offer a wide selection of types of coffee and desserts. The following types of this drink will be on the coffee menu - espresso, americano, latte, mocha, macchiato, cappuccino, raf coffee, ristretto and others. Also in the assortment of drinks will be included frappe (cold coffee drink), cocoa, hot chocolate, tea (regular, fruit, herbal), milkshakes, freshly squeezed juices.

Desserts are the second most important item in the coffee shop menu. Many people go to these establishments not only for coffee, but also to try new and tasty desserts: tiramisu, strudel, cheesecakes, Belgian waffles, croissants, panna cotta, ice cream, fruit salads, various cakes and pancakes. The menu will also include sandwiches, salads, but the choice of these dishes should be much less than desserts.

Organize the purchase of products

First of all, you need to find a reliable coffee supplier. Each month you will purchase about 20-30 kilograms of coffee. As mentioned earlier, desserts are ordered in pastry shops, and they will be delivered ready to your place.

Dishes (salads and sandwiches) will be prepared in the kitchen of the coffee shop, so you will need to purchase all the necessary products and ingredients for

them. Here, too, the main thing is to find a good supplier who does not have a bad reputation and will deliver you everything on time and efficiently. Since visitors will order them clearly less than desserts, purchases of ready meals are not rational - the dishes will simply go bad. [12], [13]

Staff

A coffee shop will require a director, barista, waiters, cleaning lady, administrator and accountant. The selection of the administrator, barista and waiters is carried out especially carefully, since these people will directly contact the visitors, which means that the reputation of the establishment will depend in part on them. Their main qualities should be friendliness, smile and courtesy. The waiters should thoroughly know the menu and the composition of the dishes in order to answer any customer questions and give advice in choosing a dish and drink.

Barista is a coffee bartender, a specialist in coffee brewing. It is better to take on this post a person with experience who knows all types of coffee and knows how to properly and tasty prepare them. It is the presence of a professional barista that distinguishes a coffee house from an ordinary cafe.

It does not make sense to hire a separate accountant; it is better to resort to outsourcing services and use the work of an incoming accountant.

Advertising campaign

Now mostly young people find out information on social networks. Therefore, it is worth adding a page to the coffee shop on Instagram. A beautifully designed page is the key to success. However, the most effective advertisement is word of mouth. If we can please visitors in everything, they themselves will talk about us and bring their friends and acquaintances to us, thereby expanding our customer base.

Since I have a mini-coffee shop with the number of seats about 16-18 (that is, 8 tables). Such a coffee shop, of course, does not have its own production, and the cost of opening it will be limited to 20-30 thousand dollars. This money will be spent on registering a business (for example, opening an IP), renting a room, purchasing a minimum amount of equipment, buying furniture, decorating the interior, and initial purchasing products. In the future, each month the costs will be approximately 5 thousand dollars. (*Organize the purchase of product: <https://espresso-horeca.com.ua/g30446300-moloko-dlya-kofejni> ;*

https://bacara.com.ua/horeca/?utm_source=google&utm_medium=cpc&utm_campaign=horeca&gclid=CjwKCAjw8df2BRA3EiwAvfZWaBsnUP8jV8CElzK28WyNyz0C9dAjhLYn76XK_4tJVrIgPGSp_Fu_xoCRwEQAvD_Bw ;

<http://aromatchaya.com.ua> ; <https://bushe.com.ua> ; <https://vova.ua/horeca> ;

https://torg-park.com.ua/p159990110-konditerskaya-vitrina-09d.html?gclid=Cj0KCQjwoaz3BRDnARIsAF1RfLe0cKYZrp6pT3ZRcDQQSWbsxC7u4_r7HMy_tQnhzye5MJNUn_r2ZloaAvX_EALw_wc ;

<https://kproekt.com.ua/posudomoechnoe-oborudovanie/frontalnye/posudomoechnaya-mashina-apach-af400dd.htm> ;

<https://www.mebelboom.com.ua/category/mebel-dlya-kafe> ;

<https://profforma.com.ua/uniforma-dla-personal> ; [http://www.true-](http://www.true-barista.com/shop/кофемашина-эспрессомашина-la-spaziale-s40)

[barista.com/shop/кофемашина-эспрессомашина-la-spaziale-s40](http://www.true-barista.com/shop/кофемашина-эспрессомашина-la-spaziale-s40) ,12)

(Placement: <https://www.homesoverseas.ru/objects/1114217> ,13)

Table 3.1. All the costs

| <i>Equipment</i> | <i>Cost (Euro,€)</i> |
|------------------|------------------------------|
| Placement | 245.000€ (mortgage purchase) |
| Bar counter | 800€ |

| | |
|------------------------------|-----------------|
| Dessert display case | 963€ |
| Tables (8) | 500€ |
| Chairs (18) | 400€ |
| Sofas (2) | 550€ |
| Uniforms (5) | 100€ |
| Coffee machine | 1800€ |
| Dishwashers | 1077€ |
| Food storage refrigerator | 926€ |
| Dessert storage refrigerator | 1000€ |
| Mobile terminal | 450€ |
| Cash register | 500€ |
| Total | 254.066€ |

Table 3.2. Monthly expenses:

| <i>Items</i> | <i>Cost (Euro, €)</i> |
|----------------|-----------------------|
| Coffee (60 kg) | 850€ |
| Milk (120 l) | 84€ |
| Cream (60 l) | 80€ |
| Water (250 l) | 50€ |

| | |
|---------------------------------|---------------|
| Tea (60 kg) | 800€ |
| Desserts | 700€ |
| Products for sandwich and salad | 600€ |
| Total | 3.164€ |

Table 3.3. Communal expenses

| <i>Communal expenses</i> | <i>Cost (Euro, €)</i> |
|--------------------------|-----------------------|
| Water | 99,3€ |
| Light | 100,5€ |
| Gas | 98,5€ |
| Heating | 339,3€ |
| WiFi | 140€ |
| Security | 500€ |
| Fire alarm | 450€ |
| Total | 1.727,6€ |

Table 3.4. Salary

| <i>Staff</i> | <i>Salary (Euro, €)</i> |
|---------------|-------------------------|
| Director | 10.500€ |
| Administrator | 10.000€ |

| | |
|--------------|----------------|
| Accountant | 1.600€ |
| Barista | 1.550€ |
| Waiter | 1.500€ |
| Cleaner | 1.400€ |
| Total | 26.550€ |

Administrators also get decent salaries. The salary level of these specialists depends on how well they speak the state and any other foreign language. If the administrator is fluent in three languages, including French, then his average salary will be about 40.0 thousand euros per year. One of the most promising specialties is the profession of an accountant. However, a young specialist cannot expect to receive more than 1,500 - 1,600 euros per month. The situation is paradoxical: a prestigious and promising specialist often receives a salary equal to the salary of a person without qualifications employed in the service sector.

The bartenders and waiters are in great demand today. This is largely due to the large tourist flow. It is easy to apply for a visa to France; refusals are extremely rare. Despite the difficult political situation, it is steadily increasing in winter and summer. The average monthly salary of bartenders and waiters is 1.6 thousand Euro. Security guards and cleaners have a small salary. (*Salary: <https://visasam.ru/emigration/rabota/zarplaty-vo-francii-po-professiyam.html#i-3> ,14)*)

COST CALCULATION

The price of coffee starts from 2 to 5 €. For tea 1.5-4 €. For desserts from 4 to 7 €. For food 3-6 €. 22 people can fit in a cafe. (*Average price:*

<https://www.globalprice.info/?p=francia/cenu-v-parige-vo-francii-na-edu,15>)

In the largest busy time, the average number of people at the same time can be 10.

One person on average will spend 20€. The coffee shop is open from 9-22: 00.

An average of 8 people per hour. This means the total number of people per day is about 104. For the day, the income will be $104 * 20 = 2.080$ €

Monthly 62.400 €

Opening and purchasing per month will require 285.507,6€

A month for a salary, purchase and payment of bills goes 31.441,6€

Income tax 20%

VAT 20%

Personal income from the coffee house per month will be 18.575,04€

With good promotion and advertising on radio and billboards, this business project will pay off in 1 year and 3 months. But I will ask for 290.000 €

Methods for assessing the international investment are ways of determining the appropriateness of long-term capital investment in various objects (projects, events) in order to assess the prospects of return and payback

Method for calculating the payback period of investments (PP).

Payback period is the number of years during which the initial investment is reimbursed. If this period suits the company, then the project is approved. When comparing several projects, preference is given to a project whose payback period is shorter. However, the adopted project should not exceed a pre-planned time limit.

PP= Initial Investments

Average Annual Net Income

$$PP = \frac{290.000}{222.900,48}$$

$$PP = 1,3 \text{ years}$$

Return on Investment (ROI) is considered to be one of the most important indicators of competitiveness. This indicator indicates how many monetary units an enterprise needs to receive one monetary unit of profit.

$$ROI = \frac{\text{Net Profit}}{\text{Average Annual Net Income}} * 100\%$$

$$ROI = \frac{222.900,48}{290.000} * 100\%$$

$$ROI = 76,9$$

Method for determining net present value / net present value (NPV).

If the present value of future cash flows from the project is higher than its initial value, then the project should be implemented. The net present value of the approve

project must be zero or have a positive value, rejected - negative. The main thing in this technique is what kind of discount rate to take to calculate. In general, the more risky of the two projects should be discounted at the highest rate. According to this technique, discount rates also depend on the duration of the projects.

Firstly, we have to calculate the discount rate:

$$i = (1 + \text{deposit rate}) * (1 + \text{expected inflation}) * (1 + \text{risk adjusted}) - 1$$

$$i = (1 + 0,08) * (1 + 0,004) * (1 + 0,15) - 1$$

$$i = 0,25$$

$290.000 * 1,25 = 362.500$ -income, that should be brought by the investment project for a 2 year period in order to be attractive.

$$NPV = \frac{222}{1,25} + \frac{222}{1,56} - 290$$

$$NPV = 29,9$$

Because the $NPV > 0$ project is effective. Profitability index is a method that compares the present value of future cash flows with initial investments.

$$PI = \frac{\frac{222}{1,25} + \frac{222}{1,56}}{290}$$

$$PI = 1,10$$

$PI > 1$, the international project should be accepted

3.4 Concept of international investment project

The fact that you have found the necessary premises does not mean that its layout suits you. You need to distribute the workspace so that it meets your ideas for future interior design, and at the same time it is convenient for staff to work (quick access to the kitchen, cash desks, etc.).

For attracting and retaining a client during the order, you will be obliged to the cafe interior. Of course, the quality of service and good cuisine are involved in this, but nevertheless, at first glance it's the successfully created interior that makes you fall in love with your visitor's establishment.

What is the interior without furniture? The most important points that you need to consider when choosing furniture:

- * Stylistics. Furniture should ideally fit your concept.
- * Comfort. Furniture should be comfortable, both for relaxing visitors and for eating. If you miss at least one of these points, then even the most skilled chef will not deter the client.
- * Practicality. Make sure the furniture you purchase is easy to clean and repair.
- * Quality. You can always find budget solutions and save a little on furniture. But be prepared, if the quality of the furniture is low, then the replacement time will come much faster. And this can be a problem, as finding, for example, new tables in the right color, size and style will be very difficult.

My idea is that in my coffee shop you can not only enjoy the most delicious coffee, but there will also be a lot of varieties of tea. Because there are so many establishments where you can drink coffee. And tea lovers have nowhere to enjoy it. So in my coffee shop both those and those admirers of drinks can sit.

Since the interior plays a big role in the establishment, you need to think it through thoroughly. I plan to divide the institution into two colors. The first is coffee. It will consist of brown, dairy and black flowers. The second is "tea" from shades of green. Since the coffee shop is not large, there will be three large tables for a company of four and five tables for two. One large table with a sofa will be on the "tea" side and the other on the "coffee" side. The third table will be on the border of the parties. And the rest will be divided between the parties.

Music

Do not forget that music is one of the components of the atmosphere of the institution. I prefer American turnips morning and afternoon. In the evening there will be light jazz.

Lighting

It is also important to choose lighting. Many underestimate the importance of lighting in creating the atmosphere of a cafe. Properly selected lighting and color solutions will help to highlight the interior of even the most modest and small cafe. In addition, the light also affects the mood and appetite of visitors, and if you use dynamic lighting with LED lamps, it will significantly reduce your energy costs. I chose unusual bulbs with a pleasant yellowish light.

Implement a loyalty program

In order to attract more customers and encourage your regular visitors, you need to think through your loyalty program. Come up with a unique bonus system for savings cards or enter a permanent discount, depending on the funds spent inside your institution. The easiest and most affordable option is to use the built-in constructor in the automation system, which will allow you to set up bonuses and discounts in any way that suits you.

CONCLUSIONS AND SUGGESTIONS

France is one of the most developed countries in the world, known for its highly skilled and productive workforce, well-developed infrastructure and large-scale investment programs related to research and development. Bureaucracy, corruption and high tax burdens are investor repulsions. By properly using all the advantages provided by the French government, it is possible to minimize the negative impact of the shortcomings of the French economy.

A coffee shop is undoubtedly a profitable investment in a business that will bring not only profit, but also pleasure. Especially when I'm a big fan of coffee. The main points to remember when opening a coffee shop and throughout its functioning:

- * Never save on the quality of coffee and coffee machines. That coffee is the "star" of my institution and it should be at the highest level.
- * A cozy atmosphere is one of the main advantages of a good coffee shop.
- * Coffee shop staff is the face of the enterprise. Do not let visitors be unhappy with the service.
- * The availability of free Wi-Fi access will make the coffee shop even more attractive in the eyes of visitors, especially among young people.

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