SUBSTANTIATION OF ECONOMIC EXPEDIENCY OF THE USE OF PROTEIN AND CARBOHYDRATE SEMI-FINISHED PRODUCTS

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An introduction of new technologies of goods production and expansion of a range of products at the enterprises (on this basis) is one of the directions of the reinforcement of competitive position of the enterprises in restaurant business at the market under current development of national economy. Alongside with significant advantages, the manufacture and realization of new products is accompanied with high risks of economic activity, which are caused by environmental instability and consumer demand.

From this point, the prior condition of practical realization of scientific development of the project is basic effectiveness of its implementation based on the indices of social and economical results.

The problem of the use of protein and carbohydrate raw milk is very important in the products popular among the customers.

In this connection, the authors have worked out the technology of preparation of semi-finished protein and carbohydrate raw milk products with the addition of vegetable raw materials. A number of preliminary investigations concerning rational composition of a semi-finished product and the procedure of technological process are carried out.

Scientific developments presented in the paper have both social and economic effect. The use of protein and carbohydrate semi-finished product with the addition of carrot and pumpkin puree allows people to obtain the product with new consumer properties and increased nutritional value. This fact proves the social significance of scientific developments. Introduction of the developed semi-finished product into practice assures flowing economic gain as the annual acceleration of profit that is indicative of economic effect of the scientific development. Correspondingly the implementation of the technology of protein and carbohydrate semi-finished product with the addition of carrot and pumpkin puree into production will allow a business entity to get the additional income at the rate of 968,0 and 959,0 UAH per each 100 g of products sold. On the basis of the presented estimates it has been concluded that it is expedient to produce protein and carbohydrate semi-finished product with the addition of carrot and pumpkin puree and to use them to make culinary products in the restaurant business.

Keywords: protein and carbohydrate raw milk, semi-finished product, carrot, pumpkin, economic effect.