

SUMMARY

Theme: «Promotion of the brand in the organization
Food: Features, technology perspective.

Organization - the customer: a sushi bar "Asahi"

Author: Shilo E.N.

Supervisor: Miller Irina Sergeevna

86 pages, 90 bibliographic titles.

Key words: brand, branding, brand-building, promotion strategy, PR - technologies.

Relevance of the research topic. Nowadays, the task of promoting catering brand seems relevant to any institution, regardless of its type, status, size and other characteristics. At the same time, the promotion of national cuisine restaurant has its own specifics, is the need to develop and build such an institution brand-building policy on the basis of competent and skilful combination of national color and atmosphere with the national institutions - cultural characteristics and preferences of the local population. In these circumstances, the importance of identifying the specific features brand-building places cuisine, explore its features and brand promotion techniques description of the most relevant parameters for its brand strategy - promoting and identifying promising areas for its implementation and updates the selected theme us.

The purpose of research - a systematic analysis of the features and technologies of formation of competitive advantages of sushi - "Asahi" bar by brand - promotion and identification of a set of measures and recommendations to optimize brand-building company policy.

Achieving this goal involves the formulation and solution of the **following tasks:**

- Describe the conceptual approaches to the interpretation of the concept of "brand" as a scientific category, to clarify meaning-signs and typological characteristics of the brand as a communications strategy to promote;
- Organize the key methods and technologies for brand promotion organization in the field of catering;
- Identify the main features and characteristics of the brand of sushi - "Asahi" bar as a factor in the formation of its competitive advantages;

- Identify the most efficient technologies and to offer promising areas of promoting the brand of sushi - "Asahi" bar on the regional market catering.

The practical significance of the study. The set of results obtained WRC to some extent complements the existing theoretical - methodological basis of research and brand branding issues - promotion of public catering establishments. Some results of the research can be applied in practical work Sushi - bar, as well as the activities of other cuisines and restaurants that have a similar set of problems and challenges brand - promotion.

Results of the study. To date, the sushi bar "Asahi" there is every reason to make it a unique and recognizable brand among a broader range of consumers. To this end, we believe that the key of the existing company brand attributes (name, logo, idea, concept, good location, interior, atmosphere, food, staff, menu, etc.) must be present in the complex, which is required to pay more attention to policies promoting the brand of the restaurant and some of its attributes.

This policy itself promotion sushi bar brand "Asahi" must comply with the principles of systematic, consistency and adaptability, and be based on the use of complex information, advertising and PR-technologies, methods and techniques, brand communications, marketing solutions and research experience of similar businesses market segments, taking into account external and internal factors affecting both the restaurant and on the development of the whole industry enterprises of the public nutrition, which together should form the basis of a coherent, theoretically and practically sound brand promotion system.