SUMMARY

Theme of qualifying work: Features of the introduction of new products and services to the market through public relations (on the example of restaurant-hotel complex "Forester's Hut" in Zheleznovodsk city).

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Information about the organization, the contracting authority: restaurant and hotel complex "Forester's Hut" in Zheleznovodsk outdoors mountain Razvalka, 1.

Background study: the changing economic conditions have led to increased scientific and public interest in research in the field of marketing, the results of which are of practical importance and allow economic agents to operate successfully in the market arena.

Objective: To study the development and launch of a new project to the market through the application of modern marketing approaches, in conjunction with the analysis of the impact of this process on the performance of the firm.

Objectives: To consider the characteristics of a new project in today's competitive environment, to explore the specifics of the startup process and the introduction of a new project to market, uncover the practical aspects of the development and launch of a new project to market CMS (on the example of restaurant-hotel complex "Hut forester").

The theoretical significance of the research: the results may serve to further deepen the knowledge of the essence and the main stages of the development and launch of a new project to the market about the features of the marketing of the new project.

Practical implications of the final qualification is that its main findings, conclusions and recommendations can be used as a methodological framework for the improvement of the practical aspects of the development and launch of a new project to market and identify opportunities to improve the efficiency of the company.

Results: The product has the ability to contain a large number of technical
innovations and with it does not have a market novelty, if it meets the same needs and has the same range of consumers. However, firms that are active in the conditions of competition can not cope with the development of new products, to a large degree of risk, as each product has a limited life span and must be replaced by a new one.

New services have every chance of failure - the risk of failure of the new items is as big as the possibility of its success, the key to which lies in the efforts of the company as a whole, in a painstaking and methodical process of planning the development of new products.

**Recommendations:** First, to develop new services on their own, through their own research and experiments that could allow the company to operate more successfully among restaurants and competitors at the same time "winning" the target group of consumers and "eliminating" the competition. Second, due to the expansion of services to enter new positions, such as a sommelier, PR-manager, attendant, receptionist, etc. Third, before the conclusion of the project to the market to an advertising policy, according to the exemplary media plan, using all channels of communication offered a media strategy. Fourth, to pay due attention to market research, which by and large are a key factor for success in all phases of the development process and the development of new projects to the market. Thus, this project can bring a stable income over a long period of time.

**Testing work:** I was prepared memoir "An event communication in the process of branding," published in the anthology PSLU "Young Science 2013".

**Structure:** introduction, two chapters, consisting of four sections, conclusion, bibliography of literature, including 97 sources; application. The total of 90 pages.