

## Summary

**Subject matter:** The improvement of the efficiency of the marketing tools of the development of the restaurant business.

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**Topicality of the research:** is that in modern market conditions the application of the tools of the marketing mix is an indispensable condition of success of any company. The development of the suitable set of marketing tools promotes the steady development and long-term growth of revenues. Without a well-thought – out marketing policy based on the research of the consumer behavior and including the product, price, staff, advertising policy and other aspects of is impossible to achieve the desired demand among consumers. So the research in the field of marketing tools of the business development is seen as extremely topical.

**Objective of the work:** is that on the basis of the analysis of the marketing strategy used in the company to develop the most effective set of the marketing development tools.

### Tasks:

- examination of the marketing mix as a methodological basis of the company’s marketing strategy;
- revealing of the marketing management tools;
- analysis of modern tendencies of the marketing tools of restaurant business;
- determination of the modern state and tendencies of the development of restaurant business in the RF and the KMV region;
- practical analysis of the modern state of marketing management in the coffee house “Caramel”.

- the development of the ways of the improvement of the efficiency of the marketing management in coffee house “Caramel”.

**Theoretical and practical significance of the research:** is the expansion of the theoretical development in the field of the improvement of the efficiency of the marketing tools of the development of restaurant business. The main practical findings and recommendations can be used by the public catering business to improve the efficiency of the work by means of the improvement of the marketing development tools in use.

**Results of the research:** The essence of the marketing models is seen in the selection of the key components of the marketing concept that should be in the focus of attention in the process of marketing management. Having analyzed the current standing of coffee house “Caramel” on the market we drew the conclusion that the forms has certain competitive advantages among which one can mention the quality of the desert and drinks served, the possibility of taking coffee away and others. But there exists as number of serious problems such as high prices for desert, narrow assortment, the insufficiently thought out decoration of the hall and the street and the advertising company lacking perfection. The coffee house also lacks fresh idea whose application could make it possible to distinguish the coffee house from its rivals, to gain the competitive edge, to increase the number of visitors.

**Recommendations:** the extension of the assortment due to cheaper dessert, dessert on the basis of sugar substitute which will attract the customers who for medical reasons should avoid taking sugar. The menu should be supplemented by the children’s page, by salad and hors-d’oeuvre.

It would be good to arrange the indoor confectionary. It is possible to use unusual covers for plastic glasses-fragrant and thermo sensitive. The improvement of the interior and the exterior is essential, and so is the introduction of the new system of orders through iPads. The advertising campaign should be more aggressive and filled with interesting vents and actions timed to coincide with public holidays. The launch of the project “Coffee house – on – wheels” could be possible as well as the creation of the chain of coffee houses “Caramel”.