

The thesis is «Positive image creation of a hospitality industry enterprise (based on the experience obtained during a “Sushi-Strike” restaurant business internship)»

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The information about the company. October 4th, 2007, the “Sushi-Strike” restaurant was opened in Pyatigorsk, becoming a new part of “UNIVERCITY” Mall. The restaurant’s peculiarity is a unique combination of a bowling club and a sushi restaurant. The restaurant quickly became one of the most popular ones in the city of Pyatigorsk for its value for money. The restaurant’s address is 2, Pangurishte St., Pyatigorsk, Stavropol Region, Russia, 357500. The restaurant possesses a big capacity of 95 seats in the main hall and 20 additional seats in the bowling club. The menu is diverse and comprises both Japanese and European cuisine.

The research topicality. Considering constantly growing food-service market competition, a positive restaurant image is a key for successful business development in the industry. At the same time, it is crucial to understand that restaurant image is not just a combination of external factors, such as a colorful sign, nice general enterprise appearance, etc. Today’s understanding of a restaurant’s image must include the whole spectrum of factors showing the quality of the service provided, so as in some sense a positive image is the widest and basic feature of a flourishing, successful and beneficial enterprise. So far, an absolutely new understanding of the term “restaurant image” is required, benefiting to the future restaurant business development in the region and countrywide. An enterprise image is a multidimensional term which means to understand its deeper meaning we need to review all the aspects of a functioning restaurant.

The goal of the thesis is theoretical comprehension of a restaurant’s image which is a complicated and multidimensional concept. Basing on that we need to thoroughly review all of the aspects of the particular restaurant, outlining its

drawbacks and representing particular improvement methods. Finally, it shall all lead to the restaurant's general image improvement, which means an increase in its profitability and competitiveness.

To reach the final goal the following **objectives** should be completed:

1. To define image in the historical and cultural context on the social and psychological background.
2. To define a food service enterprise image.
3. To outline the role of the corporate identity in creating a positive enterprise image.
4. To describe the main characteristics of the consumer environment in the city of Pyatigorsk.
5. To conduct marketing analysis of the catering market of Pyatigorsk.
6. To give a general description of "Sushi-Strike".
7. To match the interior design, equipment and the restaurant's activity organization with the image requirements.
8. To describe the algorithm of building restaurant marketing policy to form a positive image on the catering market of Pyatigorsk.
9. To model the process of forming and positioning "Sushi-Strike" restaurant services in accordance with its image.

The results of the research. The image of a catering enterprise is keystone notion in evaluating the efficiency of any enterprise of that sort due to itself being a multidimensional notion including the sum of the activities of all its parts. Enterprise image is an inherent notion and it always appears due to an enterprise operating. When neglected the enterprise image forms itself spontaneously never guaranteed to be positive in the future. An essential part of an enterprise image is corporate identity. Professional corporate image creation and improving leads to general enterprise image to be positive.

Pyatigorsk is an economic, political and religion center of the Caucasian Mineral Waters region. The city's consumer environment can be described as an active and rapidly developing one, and it will remain this way providing economic

and political stability in the region. In this concern, it is important to underline an exceptional role of the catering business in achieving the region's prosperity through attracting the larger number of tourists, developing the local infrastructure and therefore improving the local life level. At the moment, we can observe a gradual increase, mostly due to the increasing number of qualified hospitality managers. Even though now, the most of this niche is still covered by unqualified, by experienced workers, their number is slowly going down. World-class restaurants, bars and cafeterias are being opened in the city every year, but their number is still small. The catering market competition is growing stronger, largely because of the all-country known catering chains coming to the local market, providing the world-class service.

Recommendations. “Sushi-strike” restaurant is one of the most up-to-date catering enterprises in the city of Pyatigorsk. It is a well-operating, highly beneficial restaurant which still needs some more thorough and professional approach.

After analyzing domestic and foreign experience of restaurant management, the authors of the thesis offer to implement a series of improvements in the restaurant's marketing policy to upgrade its general image, boost up its competitiveness and therefore its profitability.

The first innovation concerns wider corporate image usage. That shall mean creating unique personnel uniform, the restaurant's logo printing on the plates, tableware, bill, etc. At the same time a particular color scheme is supposed to be used as a corporate one. The second innovation concerns regular customers' stimulation. Today, you have need to spend at least 50 000 rubles in the restaurant to get a 5-percent regular customer discount. The abovementioned sum is offered to be cut down twice, featuring extra regular customer bonuses which will not only mean getting a discount. The third and the last innovation intended by the authors will be a weekly-based action involving “buy one – get two” or “free meal refill” bonus. As a result we shall have a significant improvement in the purchasing power of the guests, not only on the weekly-based action days, but also in general.

Providing the company's management accepts the mentioned innovations and uses them, the restaurant's general image level will be improved significantly, the number of the regular customers will increase and that will lead to its future development and prosperity.