Summary

Subject matter of qualification paper: FORMATION OF THE DEVELOPMENT CONCEPT FOR A CATERING ENTERPRISE (based on the example of the restaurant "Kinza", Pyatigorsk)

Author: Mamaev Georgy Olegovich

Scientific Supervisor: candidate of economic sciences, associate professor, Chair of Tourism and Hotel Service, A.V. Yefimov

Information about internship organization: restaurant "Kinza", Pyatigorsk.

Relevance of the research is determined by the fact that restaurant business is rapidly developing every year, entering a new level of development, which is associated with increased competition. The peculiarities of the catering enterprises activities confirm that success is least achieved by standard methods and techniques, that is why the restaurant management constantly searches for innovations in the strategy, style of the restaurant activities and enhances the uniqueness of each establishment. The necessity of working out a competently developed concept and complex introduction of its constituent elements become primarily important in this sphere.

Objective of the research is to create the development concept for the restaurant "Kinza" based on the implementation of various tools, as well as managerial, organizational and psychological approaches, the introduction of which will allow the institution to acquire new competitive advantages.

To fulfill the objective of the final qualification paper, the following tasks were set:
- to differentiate modern features and identify patterns of conceptualization of modern catering enterprises;
- to study the impact of segmentation and positioning processes on the formation of the enterprise's concept of nutrition;
- to explore the possibilities of introducing tactical elements for creating a development concept of a catering business;
- to analyze the success of the existing concept of the restaurant "Kinza", located in the city of Pyatigorsk;
- to identify the need to work out a development concept of the abovementioned institution using the methods of psychological impact on potential consumers;
- to develop special measures to improve the quality and the level of service in the restaurant "Kinza".
Theoretical and practical significance of the research are determined by the possibility of systematizing scientific knowledge in the field of creating a development concept of the catering industry and applying an integrated approach to offer recommendations for the implementation of the proposed development concept. We believe that the proposed activities aimed at enhancing the psychological impact through the senses, as well as measures to improve the quality of the services provided, will allow the restaurant "Kinza" to continue functioning successfully in the public catering market in the city of Pyatigorsk.

Results of the research:
From a theoretical point of view, the concept of the restaurant is a list of instructions aimed at the identification and confirmation of the relevance and viability of new ideas and the formation of view of all the activities to be carried out for a holistic and integrated visualization and materialization of this idea in the eyes of potential customers precisely so that the final result is consistent with the concept of a restaurant type of business, including the consumers’ opinion.

To develop the concept of a catering enterprise, the following mechanism is used, consisting of such stages as: formulation of the main idea; complex industry research; choice of target groups of consumers; determination of the desired position in the market; a detailed study of opportunities and prospects; compilation, organization and design of the menu; establishment of competitive and cost-effective prices; creating an appropriate atmosphere and organizing the necessary service.

Recommendations:
Restaurant "Kinza" has been functioning since 2014, and at present the existing concept has exhausted itself. We propose to transform the existing concept of the restaurant of the Caucasian cuisine into a hearty hospitable restaurant focused on the key segment - wealthy people who have the opportunity and desire to spend time with dignity. For a hearty hospitable restaurant, the priority areas are: the image of the restaurant, the service offered, reasonable prices, the atmosphere of the establishment and the available menu.

The concept of a hearty hospitable restaurant should be supplemented with such elements of psychophysiological influence on consumers, as color, smell, sounds and taste. In the aspect of color, the proposed theme assumes the presence of a warm color scheme in the enterprise interior design. Such colors as warm shades of yellow, red and brown will perfectly match the declared concept. For a sound background of a major salesroom it is necessary to choose neutral music as some specific musical trends may not come to taste of all customers. The unique taste characteristics of their special dishes should be emphasized.

In terms of improving the quality of services within the suggested concept, we consider it advisable to propose a transition to anticipating the expectations of the customers.