Summary

Subject matter: Improvement of service activity of restaurant business (on example of the organization of public catering Zlato Pivo)

Author: Lykov Sergey Gennadievich

Supervisor of studies: candidate of economic sciences, assistant professor of innovations chair A.V. Efimov.

Information about customer organization: organization of public catering Zlato Pivo.

Topicality of the research: one of the area of reformation of sphere of service is the dynamic development of the organizations of the public catering. The following factors which played the main pole are:

Firstly, a radical change of the structure of the needs of the various groups of the population on the services of public catering establishments. Rise of classes of entrepreneurs and businessmen entailed appearance of huge amount of organizations of public catering of elite class as modern classification of restaurants is considered to be.

Secondly, these organizations became to perform for these categories of population not only functions of catering and rest, but business communication.

Thirdly, mass privatization of trade and public catering created qualitatively new situation for development this the most important sector of services.

At the same time increasing of the level of population life increases the demand of high-class quality offered services, which means that appears a need in qualitative and professional service. At the same time with it consumers become more discriminating and demanding while choose the restaurant.

Restaurant business is the sphere of public catering in which the future of organization depends from offered service. Desire in improvement of service activity is considered to be an integral part of the success of the restaurant business.

Objective of the research is to develop the system of measures in order to improve the service of clients of organizations public catering on the basis of theoretical and practical analysis of Russian and foreign experience of organization of service activity in restaurant business.

Tasks of the research are:
- to define the essence of the concept «service activities» and its specificity in the restaurant business;
- to identify the key factors of the successful organisation of services in the sphere of restaurant business;
- to consider the trends of development of the restaurants in Russia and abroad;
- to describe the organization of service activity of the organization of public catering «Zlato Pivo»;
- to make an analysis of the organization of service activity of the organization of public catering «Zlato Pivo»;
- to develop system of measures in improvement of service activity of the organization of public catering «Zlato Pivo»;

**Theoretical and practical significance.** Theoretical value consists of in the development of theoretical ideas in the field of organization of service activities of the organization of the restaurant industry, expanding the understanding of existing problems, which is a condition for the formation of a modern market thinking. The material is also intended for all those interested in the problem of the development of service activities in the restaurant business of Russia. The practical value is based on the consideration of the service activity of the organization of the sphere of restaurant business - «Zlato Pivo». The suggested actions in the improvement of customer service brought to the attention of the management of «Zlato Pivo», and some of them will be implemented in the activity of this organization of public catering by the author personally.

**Results of the research are:**

We found out that a service activity is at the same time the economic mechanism of satisfaction of public and individual needs, an important element of social reproduction, ensuring the link between the production of goods, their distribution and consumption, as well as social tool for the improvement of the welfare of the people. The basis of service activity are service and offering of services. We also considered the specifics of the service itself and its properties, which allowed to characterize it as difficult element in the assignment of quality service. Service in the restaurant business has such features as intangibility, inseparability from the source, inconstancy of the quality. All these features indicate that the service as a process unique in its way. The opportunity to use the service today in excellent quality and full-fledged form does not guarantee that tomorrow will be exactly the same.

In general, variety of services and development of service activity increase due to the demands of consumers, because they both require these services, and generate them.

Service activity is the basis of the functioning of the restaurant business, but the basic factors are necessary for its improvement and development, such as location, target audience, interaction with suppliers, assortment, staff.

World restaurant business shows that there is a huge number of restaurants, which specialize in absolutely different cuisine and beverages. The leading place among them in the world occupy beer bars. Such institutions are renowned for their unique varieties of beer. In addition beer bars and cafes have their rich and unique histories, which make the place very attractive. Tendency of the world of the restaurant business is the transformation of such bars in sports bars that develops more and more the culture of beer consumption, as well as the culture of attendance to such establishments.

However, in general, it we can draw a conclusion that the Russian restaurant business is going through a stage of intensive development, which contributes to the
fact that a service activity is a guarantee of successful prosperity of the company. As a result, the demand on high-quality service and high-class service increase a regular customer, who, being satisfied, will bring prosperity and success to the organization. We considered Russian restaurant business in the capacity of beer cafe «Zlato Pivo».

The specificity of the cafe offers a wide assortment of beer, as well as snacks for its use. There is a great selection of bottled and alive beer in the beer map. Also there is a menu, which offers a variety of salads, hot dishes and drinks. There is also a coffee card, which visually help to choose the visitor different kinds of coffee.

Analysis of the external and internal environment showed that the organization has great potential, but also threats, which may interfere into further development of the organization, that is why management should find the right strategic decision in order to properly regulate the influence of external and internal environment.

**Recommendations.**

Cafe «Zlato Pivo» is on the stage of development, and in this way demands improvement service activity. Organization of service activity is quite time-taking process, because it includes a large number of factors, from which depends the success of the organization in the whole:

- training of the personnel;
- expansion of the assortment of beer and snacks;
- improvement of public image of the organization;
- creation of the uniform for the personnel;
- creation of corporate menu;
- attraction of clients with the help of advertising;