Summary

Subject matter of qualification paper: THE FORMATION AND MAINTENANCE OF A CATERING ENTERPRISE BRAND COMPETITIVENESS (based on the example of the restaurant “Bankir”, city of Yessentuki)

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Information about internship organization: restaurant “Bankir”, city of Yessentuki)

Topicality of the research.
The issues of development, formation and promoting brands and trademarks are relevant for many companies, including catering enterprises. In an increasingly competitive environment catering enterprises are facing a complicated problem: how to retain its market position and keep the operating efficiency. One of the means of achieving competitive advantage is the brand, which is the impression of the product in the minds of consumers, the label that is mentally "glued" to the product or service.

Objective of the research: is to develop practical recommendations to improve the market position of catering enterprises on the basis of formation and maintenance of their competitive brand.

Tasks of the research are:
- to describe the concept and essence of the brand;
- to highlight the peculiarities of branding for catering enterprises;
- to consider the brand as a factor of catering enterprises competitiveness;
- to analyze the activities of the restaurant "Banker";
- to give reasons for the necessity of the restaurant "Banker" brand formation;
- to select directions for maintaining restaurant "Banker" brand competitiveness.

Theoretical significance consists in generalization of experience in branding activities of commercial enterprises and its adaptation to catering enterprises.

Practical significance is determined by the possibilities of implementing practical recommendations in the immediate activity of the restaurant "Banker". The catering enterprise management can use an algorithm for creating a brand to
form competitive advantages and strengthen its market position.

**Results of the research:**

The final qualification paper is based on the opinion of D.I. Khlebovich, according to which a brand is understood as the branded trademark plus everything customers know and think about the product or service or everything that the consumers expect. This is the image that appears in the mind as a reaction to the trademark.

The basis of the catering enterprise brand formation is loyalty, which is a form of customer’s behavior that depends on the restaurant product comprising the following elements: an engineering solution in the design of the halls; bar design and bar service; lighting of the lounge rooms and other common areas; table appointments and laying; menu design; the proposed list of dishes; quality of food; additional conveniences and special forms of service; atmosphere, an aura of hospitality.

Having a strong, sustainable brand allows a catering company: to charge higher prices; to expand the range of services under one brand; to obtain cheaper service providers. In general, a strong brand is composed of three main parts: 1) the actual brand; 2) brand marketing programs; 3) secondary associations.

At present, the restaurant "Banker" does not have any activities aimed at establishing the brand. In this regard, before we start creating a brand for the restaurant "Banker" we need to determine the tasks or the sequence of the procedures, namely we should work out the algorithm for restaurant brand creation. This algorithm involves the following steps: market analysis, development of the brand concept, trademark registration, brand promotion, specifying communication channels, creation of a marketing program, implementation of brand communications, internal marketing.

**Recommendations:**

The scheme of brand communications planning in relation to the restaurant "Banker" can be represented as follows:
- identification of the market segment with a clear description of a potential guest portrait;
- preparation of the restaurant advertising register to highlight the advertising position;
- development of strategies to promote the restaurant product to improve the competitive position of the enterprise;
- the process of creating and maintaining favorable associations of products and services in the restaurant business simultaneously with conducting marketing activities;
- implementing brand communications, taking into account conditions for effective placement in the media.