ABSTRACT

Subject matter of the thesis: Promotion of the services of catering enterprises in the modern market (by the example of the cinema cafe "7 Shots", Pyatigorsk)

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Customer organization: cinema cafe JSC "7 Shots"

Topicality of the research is stipulated by:
   a) the shift of consumer preferences in favor of the democratic establishments of various formats offering public catering services in the average and low price segment;
   b) insufficient saturation of the market of public catering services and tendencies of more active development of this market in regions;
   c) lack of the qualified personnel possessing sufficient level of professional competences and culture of service.

Objective: analysis of the organization and technology of customer service offered by the catering establishment JSC "7 Shots", as a result of which practical recommendations concerning the improvement and optimization of the activity of this cinema cafe directed on its promotion in the market have to worked out.

Tasks:
   - to give the main definitions, to reveal the functions and specifics of the activity of catering establishments;
   - to carry out the classification of catering establishments;
   - to track historical stages of development of public catering in Russia;
   - to establish and ground the basic rules of customer service;
   - to analyse the culture and technology of servicing the visitors of catering establishments;
   - to describe the object of activity and the material equipment of the enterprise JSC "7 Shots";
   - to carry out the review of the client base of the cinema cafe "7 Shots";
   - to assess the specifics of organization and technology of service of the enterprise JSC "7 Shots";
   - to carry out the comparative analysis of the compliance of JSC "7 Shots" as a catering establishment with the requirements of the State Standard P 50762-2007 "Services of public catering. Classification of catering establishments";
   - to work out practical recommendations aimed at the improvement of the activity and promotion of the cinema cafe "7 Shots" in the market.

Theoretical & practical significance of the research: The results of the research expand the basis for using and carrying out researches in the sphere of social & cultural service. The research technique realized in the work can be applicable for the analysis and assessment of the activity of other catering establishments.
functioning in the segment of the market connected with offering public catering services and cultural leisure to the population. The conducted complex research creates preconditions for effective application of the developed and offered recommendations aimed at the improvement and optimization of the activity of the concrete catering establishment (cinema cafe "7 Shots") engaged in the cultural and leisure activity directed at its promotion in the market sector of these services in Pyatigorsk.

**Results of the research:**
In Chapter 1 the main definitions, functions and specifics of activity of catering establishments are considered, the classification of catering establishments is carried out, and also a short excursus to the history of development of public catering in Russia is given.
In chapter 2 the concept of "culture of service" is studied, the rules of customer servicing with the emphasis on the features of culture and technologies of servicing the visitors of catering establishments are provided.
In chapter 3 the object of activity and the material equipment of the enterprise JSC "7 Shots" are considered, the review of its client base is carried out, the specifics of the organization and technology of customer service of this catering establishment is analysed, the comparative analysis of the compliance of JSC "7 Frames" as a catering establishment with the requirements of the relevant State Standard are carried out; practical recommendations concerning the improvement of its activity and promotion in the market are developed.

**Recommendations:**
1) to fulfill the automation of the cinema cafe;
2) to introduce a uniform with the firm logo (the variants of the logo are developed & offered to the management of the enterprise);
3) to develop catalogs of the movies presented in the form of teaser;
4) to hold thematic parties (the variants of the parties are developed & offered to the management of the enterprise);
5) to intensify advertizing & marketing activity by means of:
   a) telecasting programs on the local TV;
   b) publication of articles in the local press;
   c) distribution of booklets & other promotional material;
   d) more detailed development of the Internet site & filling it with the content attractive to the potential clients (videos of the events held, creation of a 3D map of the cafe, the menu, group photos of the personnel shown to the best advantage, etc.);
   e) active promotion of the enterprise in social networks;
   f) selling the production in lunch time outside the institution, in the street;
   g) expansion of the range of sweet dishes & organization of "happy hour";
   h) further carrying out market researches.
6) to reconsider & modernize the functions.