ABSTRACT
Graduation Level of Proficiency Paper
(Expert of an average link)

Title: «The specificity of the formation of strategies for increasing sales (by the example of PSCK «Mashuk Aqua-Therm», Zheleznovodsk)».

Author: Kolestnikova Ekaterina Yurievna.

Research supervisor: Doctor of Philosophy, Professor of the Department of Tourism and Hotel Services L.Kh. Gazgireeva.

Research Initiator: Pyatigorsk state university.

Topical Importance. The hotel business, already with perfect certainty, can be called a necessary and basic element of the hospitality industry. The product of each hotel company must open a list of services provided from the accommodation service. Undoubtedly, any owner wants his hotel room to have a good fill, and the cost of building a hotel product has paid back the invested capital and brought the desired income. This activates the unavoidable emergence of a personal approach to product creation and product strategy. Features of creating a product strategy and will distinguish one hotel from another hotel, the ideal service of one enterprise from another, a typical service package of one hotel from a set of services of another hotel. The formation of a high-quality, good product is a guarantee of the effective operation of any hospitality enterprise.

In connection with the relevance of this problem, the theme of the research was established: "The specifics of the formation of sales strategies (for example, OOO PSKK Mashuk Akva-Term).

Targets of work: the specificity of the formation of sales strategies for the hotel company.

Tasks:
1. Purpose and objectives of sales management, the main elements of the marketing strategy;
2. The organization of the sales service and the formation of strategies for increasing sales in the sanatorium-resort enterprise;
3. Functional duties and requirements for sales personnel;
4. General characteristics of the sanatorium-and-spa enterprise;
5. Analysis of the organization of the sales process in the sanatorium-resort enterprise;
6. Development of proposals on the formation of strategies for increasing sales in a sanatorium.

Theoretical value and practical applicability. The theoretical importance: consists in the development of theoretical representations of the strategy of sales development, providing orientation to the consumer. The practical value: it consists in the possibility of using the research results in the application of the selling tools of the communication and organizational plan in the activity of the hotel business enterprises.

Results. The main elements of the marketing strategy, the formation of strategies for increasing sales in the sanatorium and resort enterprise, the basic requirements for sales staff. The analysis of the sales organization process is carried out, nine strategies are developed to form strategies for increasing sales, which can be claimed in the hospitality environment.

Implementation advice. Materials and results of this research can be used when reading courses, when writing student's scientific works on similar subject.