Summary

The theme of qualifying work: The Improvement of bar craft in operation of modern catering enterprises

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Information about the enterprise: Public catering enterprise «Trade house central», Pyatiogorsk.

Relevance of the research: Bar business, as a restaurant one is considered to be one of the fastest growing sectors of Russian economy. In this moment more and more catering enterprises of different types are opened throughout the country due to the high demand of this type of services.

According to researchers from 2003 to 2007 Russian people spent about 5% of their income on bars, restaurants and cafes. In 2015 in comparison with 2014, the growth of total number of public catering enterprises was 3%. In 2016 such businesses were more than 78 thousand. The turnover made 3 trillion rubles.

Regardless on that, that bar is visited by nearly 9% of Russians according to survey, bar is considered to be the part of restaurant business and gives the highest income, rather than other catering services. In this moment it seems trend of creating a right understanding and position to the culture of drinking spirits.

At the same time, modern bars are under enormous pressure from their regulatory authorities. Most of this is due to the introduction of new systems, licenses and other commitments to reduce the turnover of counterfeit products in the market. However, for most small businesses, this is just an additional cost, additional penalties and an increase in the cost of human error.

Objective: the development of a program to improve the bar craft for catering based on the study of theoretical and practical aspects of the operation of the enterprise "Central Trading house".
Tasks:
— define the essence of bar art, bar service culture;
— to study the history of the formation and development of bar art abroad and in Russia;
— to identify problems and modern tendencies of development of the art of the bar;
— to investigate the activity of catering enterprise "Central Trade house" in the field of bar service;
— consider the organization of the bartender's workplace and bar equipment in the "Central Trading house»;
— to develop programmes for the improvement of the art of the bar for a catering company "the Central Trading house".

Theoretical and practical significance The theoretical significance lies in the possibility of developing the proposed topic at a higher level of research. With regards to the practical significance, the analysis of catering enterprises was carried out, on the basis of which recommendations were issued to improve the marketing component of LLC "Trading house Central". A step-by-step instruction was given to attract customers to the Trading house Central LLC with a designated cost of implementing marketing steps. The use of this program in a bar or restaurant increases the flow of visitors.

Results of the research. As a result of the final qualifying work, a program was defined to improve the marketing activities of the pub, working under the LLC "Trading house Central", identified vulnerable aspects of their marketing component.

Recommendations:
• Strengthen the advertising campaign by focusing on social networks, by distributing leaflets and attracting visitors by holding master classes.
• Train employees in the art of sales service rules to increase demand.
• Enter a new share, such as a day product.