Summary

Subject matter: Pricing policy of catering: theory and practice (based on enterprise ltd. «Ring» cafe «Dizak»).

Author: Arutyunyan Lusine Levanovna

Supervisor of studies: candidate of economic sciences, associate professor, Chair of Economics Theory, A.V. Yefimov and associate professor, Chair of intercultural communication L.L. Neilenko.

Information about customer organization: Ltd. «Ring» cafe «Dizak».

Topicality of the research: Specific features of the internal and external economic conditions of Russian enterprises determine the particular importance of accurate and consistent implementation of well thought-out pricing policy. Pricing policy is an important element of business strategy. It affects on its profitability, viability and financial stability. In the long run the activity of all complex supply depends on the pricing policy. The development of the catering in our country is developing very rapidly, catering plays a huge role in modern society, and it’s very important, how it had evolved and is developing nowadays, because it’s main goal is to meet human needs for food.

Objective of the research is to develop a quote wedding banquet in the French style based on the study of theoretical, practical and cross-cultural features of the price policy of catering.

Tasks of the research are:
- to describe the concept, objectives and types of pricing policy;
- to analyze the factors and methods of price formation;
- analyze the various stages of formation prices for catering;
- to characterize the catering company «Ring» cafe «Dizak»;
- to analyze methods for the determination of prices for various goods and services in catering;
- to develop a price quotation to the wedding banquet ltd. «The Ring» cafe «Dizak»;
- to describe the peculiarities of French restaurants;
- to describe local celebrations in France;
- to analyze the pricing of French restaurants.

Theoretical significance is the current study of pricing policy of catering. The modern definition of pricing policy is based on a synthesis of several key concepts. It can be described as a set of measures aimed at implementing the strategic objectives of the enterprise through the levels and structure of prices, and as a result of the integrated use of cost factors, and factors for
evaluating the usefulness of the product to influence consumer choice in a particular competitive market environment.

**Practical significance.** The main statements and conclusions of the final qualification work, developing an effective pricing policy in the modern Russian market, may find applying in the practice of catering. Developed by us proposal was accepted and implemented by catering enterprise ltd. «Ring» cafe «Dizak».

**Results of the research are:**
Price is an important economic concept characterizing the enterprise activity. Every entrepreneur, setting the price for their products, wants to get the maximum percentage of profit. Prices serve as the means of establishing some relationship between the company and customers, and help to create some of it’s views, which may affect its subsequent development. They determine the cost-effectiveness and profitability, and hence the viability of the company, are an essential element in determining the financial stability of the company, and the strongest weapon in the fight against competitors. Pricing is a complex, consisting of several interrelated stages: data collection and systematic analysis of market information, study the basic objectives of pricing policy on a certain period of time, the choice of pricing methods, setting a specific price level and the formation of a system of discounts and surcharges to the price, as well as adjusting pricing behavior depending on the prevailing market conditions. Pricing policy is a decision-making mechanism of the behavior of companies on the major types of markets to achieve the goals of economic activity.

**Recommendations:**
The success of the catering defines the following components: science-based pricing strategy, tactics, and reasonable price correct method of pricing. In developing pricing strategies and price should be paid close attention to the management of any company, that wants the most effective and long term to develop their activities in the market, since any false or poorly thought-out step is immediately reflected in the dynamics of sales and profitability. Pricing policy of catering is used to achieve the following objectives: ensuring the survival, maximizing return on sales, maximize return on equity of the enterprise; maximize profitability of all the assets of the enterprise; achieving the highest sales growth, to become a leader in market share, or indicators of quality of goods. The pricing policy of ltd. «Ring» cafe «Dizak» is thought out, well-studied and brings us income, however, requires an adjustment on the method and tactics of pricing. We guess, that ltd. «Ring» cafe «Dizak» should create it’s own website to attract new customers and maintain the image of the catering.