

## **INNOVATIVE APPROACHES TO THE SELECTION OF THE CONCEPT OF A RESTAURANT BUSINESS ESTABLISHMENT ON THE EXAMPLE OF A BAR**

Modern trends in the field of public catering dictate the need for innovative approaches not only in the process of providing services, but also in creating the concept of an establishment. The concept of a catering facility reflects the general idea of the institution, as well as its differences and advantages from other similar organizations.

Examining the structure of public catering facilities in the Republic of Belarus it should be noted that the network of catering facilities is represented by various types: canteens, restaurants, cafes, snack bars, bars, coffee shops etc. A certain share belongs to bars, which are popular among young people and foreign tourists [1].

In this regard, business entities entering the restaurant business and opening the „bar“ type establishment need to think in detail about the concept that will describe all the components of the bar’s activities: design, positioning strategies, menus, advertising programs to attract and retain customers, etc.

The concept should include a detailed analysis of the location of the future bar and the target audience, the calculation of investments and the time of their return. In addition, the concept will help to understand how much the establishment will be in demand and profitable. The concept also involves the use of elements of corporate identity (from the design of signage to the uniforms of personnel) and provides for the development of all control mechanisms and interaction with suppliers.

The organization of various thematic events, as well as the use of an individual loyalty program, will have a certain interest in the implementation of the designated concept of the created bar.

Creating a concept of a restaurant business establishment on the example of a bar should include the following elements:

1. The choice of the original subject of the establishment.
2. Selection of the target audience in accordance with the chosen subject.
3. Choice of location and room.
4. Selection of the design and style of the bar in accordance with the chosen theme and parameters of the room.
5. Creating a strategy for further promotion and attracting buyers in accordance with the above points.

The development of the bar concept should be preceded by market research. The data obtained will allow the restaurateur to assess the current situation, evaluate competitors, select the necessary market segment and predict the future development [2].

Thus, a competently implemented concept of a restaurant business establishment on the example of a bar will ensure that its uniqueness and originality are highlighted

among competitors. The market concept of the bar should combine an advantageous and convenient location, high quality of dishes, diverse range of menus and flexible pricing. As a result, these aspects will ensure the efficiency of the functioning of the bar and the influx of additional customers.

### References

1. Public catering // National Statistical Committee of the Republic of Belarus [Electronic resource]. — Mode of access: <https://www.belstat.gov.by/upload/iblock/c64/c64c1e17deab277fee542c42c3120cd5.pdf> . — Date of access: 16.11.2022.

2. *Конран, Т.* Первокласный ресторан: идея, создание, развитие / Т. Конран. — М. : Альпина Паблицер, 2008. — 210.