

The search for solutions to fill the gaps in the legal regulation of relations between legal entities related to each other by varying degrees of kinship occurs by not including in the account of social ties of a legal entity that can have an indirect or direct influence on it. The legislator refuses to separate the form of liability of legal entities and persons who determine the actions of this legal entity, in favor of defining clear property liability for all business entities.

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PECULIARITIES OF RUNNING A RESTAURANT BUSINESS IN MUSLIM COUNTRIES

Особенности ведения ресторанного бизнеса в мусульманских странах

The peculiarities of the restaurant business in Muslim countries may be due to unique cultural, religious and social factors. Let us consider the main aspects affecting the restaurant business in these regions:

Culinary traditions: – Halal: The basic principle that a restaurant in Muslim countries must adhere to is compliance with the concept of Halal. Halal (which translates to «permitted») are foods that are allowed to be eaten according to Islamic law. This applies both to types of meat (e.g. pork is forbidden) and how they are prepared.

- Regional cuisine: Muslim countries have diverse culinary traditions, for example in Turkey, Iran, Egypt and Malaysia. Restaurants serving national cuisine are often popular.

Cultural characteristics: – Family values: In most Muslim societies, the family plays a central role. Restaurants are often family-oriented, offering large spaces for group visits.

Alcohol Restrictions: – Prohibition of alcohol: In many Muslim countries, the sale and consumption of alcohol is strictly limited or prohibited. This leads to the establishment of non-alcoholic restaurants that offer a variety of non-alcoholic beverages including juices, teas and specialty halal cocktails.

Religious practices [1]: – Prayer Hours: In Muslim countries, there are certain hours when prayers (namaz) are offered. Some restaurants close during these hours or offer special prayer times.

- Ramadan: During the month of Ramadan, restaurants may change their schedules, opening only after sunset for iftar (the first meal after a day of fasting). Offering special menus for iftar also becomes popular.

Service and Maintenance: – Hospitality: Hospitality is considered an important part of Muslim culture and restaurants often strive to create a warm and friendly atmosphere.

- **Customer Expectations:** Muslim countries value a high level of service and attention to detail. Waiters should be well trained and courteous.

Local norms and regulations: – **Licensing:** Restaurant businesses in Muslim countries may require specific licensing, especially with regard to compliance with halal standards and local regulations.

- **Quality control:** Food quality control and strict sanitary regulations are mandatory. Restaurants must comply with regulations on food storage and preparation.

Conclusion: The restaurant industry in Muslim countries is an exciting and dynamic environment with unique characteristics. Understanding the cultural context, adhering to religious norms and adapting to local taste preferences are key factors that contribute to the success of restaurants in these regions. By developing their business with these aspects in mind, entrepreneurs can achieve high levels of customer satisfaction and market success.

Reference

1. Influence of Islamic Values on Consumer Behavior in the Restaurant Sector // ResearchGate. – URL: <https://www.researchgate.net/publication/352483123/> (date of access: 25.11.2024).

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METHODS OF INCREASING COMPETITIVENESS IN BELARUSSIAN RESTAURANT BUSINESS

Методы повышения конкурентоспособности в ресторанном бизнесе Беларуси

The sphere of restaurant business is developing and expanding at a rapid pace, being saturated with new formats and concepts of catering facilities. The emergence of innovative forms and methods in the activities of the restaurant business, as well as a variety of business entities, has led to increased competition in the market.

So, the purpose of the article is to analyze the methods used to increase the competitiveness of restaurants and cafes in Belarus and to propose new innovative methods that can be implemented to increase competitiveness.

To increase competitiveness restaurants nowadays use strategies of unique offer. For example, they offer unique dishes or drinks that can be tasted only in a particular establishment. The coffee house «kofenado» was the first in Belarus to develop and introduce coffee in an edible cup. The cups are made from typical edible snacks such as biscuits, bread, waffles or pastries. An interesting and unique offer that appeared in the