

- **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

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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

summer of 2024 was the serving of kholodnik soup in an ice plate. The plate itself is a cube of ice with a hole for the soup.

Concept development is another strategy that is actively used in a competitive environment. Restaurants create a unique concept that appeals to a selected target audience.

Methods of increasing competitiveness can also include modern innovations that are used by establishments. For example, digital menu or QR menu. The QR-menu contains full descriptions and photos of dishes, which speeds up the time of selection and ordering. Online ordering and delivery are among the global trends and one of the indicators of competitiveness. Also online ordering and delivery contributes to increased sales.

To increase competitiveness, establishments regularly announce promotions and special offers which can include discounts and gifts from the establishment on the birthday, breakfasts and brunches at a special price. It's worth mentioning the «happy hour» promotion. This action assumes that a particular item doubles on a certain day and time.

Some establishments in Belarus use loyalty programs. For example, the cafe «GARAGE». The establishment has its own mobile application for customers, where points are credited for orders eat-in and takeaway, options as well as bonus points can be used to pay for some part of subsequent orders.

All the above methods help to increase the rating of an establishment in competitive surroundings and stimulate people to make a choice in favor of the establishment, which has the greatest number of competitive advantages.

In order to increase the competitiveness of Belarusian establishments it is possible to offer such innovations that are already actively functioning in other countries but are not yet used in Belarus. In particular, the introduction of «Tepan-show». The concept of this show is a demonstration of cooking a dish by a chef. The audience sitting in a hall has a chance to watch all stages of cooking.

«The interactive table» is the latest innovation in the restaurant business. With the help of such «a table» you can familiarize yourself with the menu of a place and immediately make an order. The table also has a function of Internet access, video viewing and board games are available – that is attractive for customers as well.

«Interactive bar» – another interesting invention that allows you to keep a client at the bar. It is a screen on which video effects are displayed. They are created by a visitor himself – by his/her movements and behavior.

Nowadays it is necessary to pay more attention to feedback. It is vital to respond to comments, to resolve conflict situations in a timely manner. And another crucial factor of competitiveness that needs to be introduced or improved in the restaurant business is adaptation to market changes.

To sum up, competition is an integral part of the market economy. The restaurant industry cannot exist without constant changes in techniques and technology of production, development of new markets, search for new methods of attracting guests. In order for an establishment to remain competitive, it is necessary to introduce modern technologies, as well as offer unique proposals.