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V.A. Savitsky

BSEU (Minsk)

Research supervisor E.V. Klimuk

IMPLEMENTATION EFFICIENCY OF INNOVATIONS IN RESTAURANT BUSINESS

Public catering in the Republic of Belarus is developing rapidly taking into account changes of the consumer demand, growth of quality requirements to the provided services and according to world tendencies of restaurant business development [1].

For the last five years the market of public catering in the capital has significantly grown. Establishments with new concepts are coming into life, but at the same time guests' requirements to these institutions are increasing as well. At a restaurant everything is important — service, kitchen, the atmosphere, and the coming people. The restaurant shall get to know the guest as close as possible, to see his or her preferences not only in food but in servicing too. It is also necessary to understand why and how the guest chooses a certain place [2].

One of the service industries where it is necessary to bring into play innovative technologies is restaurant business. The major conditions of restaurant business development and increase in its efficiency are consumer funds of clients, influence of psycho physiological and behavioral factors, qualification shortage, a lack of skills and services supply in institutions of public catering. For successful prosperity of business, restaurants are in need of constant increase in the competitiveness, efficiency and pay ability. Implementation of innovative technologies will help to lift restaurant business of an entrepreneur to the other level, to increase its profitability.

Today, exterior of restaurant and high-quality dishes are not the key to success. To attract the target consumer it is worth taking alternative and peculiar steps to success — innovations.

In the conditions of economic downturn of the country it is difficult to keep restaurant business afloat. At the moment purchasing power of the population is decreasing, as well as goods turnover of public catering. Thus, in January, 2017 goods turnover of public catering constituted 97.9 % to the corresponding period of the previous year in the comparable prices, in 2016 decrease in goods turnover of public catering was also observed [3]. So, the main task of public catering subjects is to preserve and strengthen their position at the market. To achieve that it is worth implementing the following innovations.

1. Conveyor of dishes. Thanks to individuality and creativity of dishes serving, consumers will purchase pulse wise more goods for own consumption.

2. Constant training of labor resources, development of theoretical and practical skills in preparation of new dishes.

3. IT technologies. Consumers can be attracted by provision of mass media services and their handy usage.

4. Online designing of dishes as well as their ordering then from the chef.

So, the main task of public catering subjects is preserving and strengthening of their position at the market by expansion of client base. Here new forms of servicing which successful experience of introduction the Republic of Belarus can borrow from the western countries may certainly help to attract new customers.

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Е.А. Сидоренко

БГЭУ (Минск)

Научный руководитель С.С. Дроздова

INTERNATIONAL ECONOMIC RELATIONSHIP

Good communication skills and business etiquette are keys to the successful and profitable business in the modern world. It is important to understand that even in countries with the same legal framework exist its own unspoken rules of business. Thus, my performance is focused on researching of these rules in some countries.

And the first country that I would like to describe is Belarus. Therefore, in business Belarusians tend to scrupulously abide by the agreement to protect its reputation. Belarusians believe that successful business can be built only on the basis of trust obtained by good personal relations. Any business meeting is planned and agreed in advance, and once again confirmed immediately before the meeting.