

publics is one of the primary considerations. At this point PR practitioner needs to consider the attributes of consumers, and what contributes to their buying decisions. Hence, various writers have put forward suggestions about publics and their motivation.

Kotler suggests that "buying is the result of inputs and outputs" [1]. Stimuli for buying include price, quality, availability, service, style, options and image. These can be delivered to the consumer by a variety of channels, such as advertising, salespeople, friends, family and personal observation. After processing this information, the consumer makes a choice of product, brand, dealer, quantity and frequency. In other words, marketing not just entitles the emergent of a product, pricing it appealingly, and making it accessible to target customers. In addition, companies must communicate with customers.

Therefore, the primary goal of PR specialists should be working out consumer relations programs, and encouraging more positive feedback from consumer groups. The last could involve distributing more consumer publications, developing employee consumer seminars, and meeting with important consumer groups influencing their buying decisions.

References

1. *Theaker, A. The Public Relations Handbook / A. Theaker. — 2nd ed. — London, 2004. — 377 p.*
2. Электронная энциклопедия [Электронный ресурс]. — Режим доступа: <http://www.wikipedia.org>.

*Ю.Е. Зажоркина, Н.А. Литвинова, Н.А. Алдохина
БГЭУ (Минск)*

INNOVATION IMPLEMENTATION AND ITS EFFICIENCY IN THE RESTAURANT BUSINESS

The peculiarity of the restaurant business as a service industry presupposes not only innovations by improving the quality of life but also well-built customer relations, competent marketing policy and PR-strategy.

The object of our research is restaurant business.

The subject is innovations in the restaurant business and their efficiency.

The key point for the company's improvement is the development, planning, implementation and monitoring the innovative solutions. The purpose of our research work is to consider management of innovative projects, development of process management procedures and value of the innovation project, new methods of control, evaluation of the parameters and results of the company's performance.

Restaurant business is different from all other kinds of businesses. This is an enterprise which combines art and traditions, mechanisms of its

performance, experience in marketing, service policy and captive clientele formation.

In the conditions of fierce competition, beautiful interior and delicious food is no longer enough to keep patrons and attract new ones. Here come innovations in the restaurant industry — interesting marketing techniques which motivate customers to return to exactly this restaurant.

According to the research done by The International Hotel & Restaurant Association modern restaurant business faces quite an amount of serious issues which can be solved with the help of innovations successfully implemented into its performance. For example, it is a known fact that restaurants use a large amount of oil which has to be recycled by means of establishment's efforts. The solution can be found.

Any restaurant that has deep fryers can independently convert the fuel for diesel vehicles from its production waste. How much does it cost? Converter BioPro190 is the least expensive and most powerful gadget which can be used for this purpose. Its approximate price is ten thousand dollars and it is able to convert 50 gallons of used oil. The overall time needed for this modification is 48 hours. The approximate cost of additional materials needed for oil-fuel conversion is 50 dollars. The investment will certainly be paid off as the expenses of the fuel cost will decrease and the need for storage and disposal of waste oil will disappear.

In addition, we would like to mention the development of a new Electrolux Professional Fryer where the heating elements are placed outside the bath in which the oil is preserved. First of all it allows to increase the so-called cold zone in which combustion products are deposited and secondly it helps to reduce oil consumption into several times.

Many restaurants attract visitors with Teplan show, when a famous Teplan chef masterfully creates some specialties in front of the audience. But no matter how fascinating the performance is, kitchen odors and type of utensils used are not appreciated by everyone. Technological progress proposed an innovation based on Teplan restaurant business: only those visitors who are interested in the procedure of preparation and cooking process can observe it with the monitor on the table and camera close to the chef's workplace in the kitchen interconnected with each other.

iPads had become a revolutionary innovation in the restaurant industry having replaced the usual menu. Both restaurateurs and visitors benefit from this innovation: an interactive electronic menu has become a channel of communication between them and allowed the managers to edit the menu quickly and include new dishes into it.

In conclusion, it is important to note that restaurants and catering establishments play a very important role in modern life. With the help of innovations and modifications restaurants can provide new technologies and please the most fastidious customer.