

and other details that can help the managers to avoid and overcome any difficulties arising between the colleagues.

To reach the maximum potential of the employees non-material methods and forms of motivation must necessarily be combined with material or financial ones. Cumulative bonuses encourage the work improvement at all the levels of the enterprise and stimulate the desire of the staff to get promotion and achieve higher goals every period. Manager participation in the bonus distribution system illustrates common interest in the achievement, and sharing of extra profit between the restaurant and the employees will bring additional satisfaction to the team. A profit-sharing system will be effective if it covers the entire staff of the organization.

The role of staff motivation in the quality management system is very significant. All efforts made by company employees are aimed at achieving common goals. The employees have high non-material motivation, which manifests itself in trust in leaders, confidence in the fact that they act in the name of a common and good goal.

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## **THE MOST ACUTE PROBLEMS OF RESTAURANT BUSINESS DEVELOPMENT AND THE WAYS OF THEIR SOLUTION**

Restaurant business is one of the most profitable business nowadays. But, at the same time, it is the riskiest sphere which problems have been worrying scientists in our country for a long time. Among the most important issues, that influence the current condition and the development of the business, are the following:

1. Poor quality of service. Lack of qualified staff. In our opinion, this problem is one of the most crucial. So, in order to attract a large number of guests to catering establishments and keep them, a solution of this issue is of top priority. Nowadays, working in catering establishments is considered as something unserious, non-prestigious, with low chances for promotion and many people perform it as a temporary or part-time job. So, in order to change the situation, it is essential to change the attitude of the employers to their employees. In this case, the development of a well-thought-out motivational policy of the staff is of high importance. It is necessary to implement new types of payments. In addition to the salary, a restaurant owner needs to pay bonuses, which will be calculated according to the number of tables served or the average check. In this case, waiters will be motivated to work better and they will understand, the better they work, the more they earn. Also, one of the factors

that make this profession a temporary or a part-time job is a lack of clear promotion prospects. It is necessary to create certain schemes of personnel promotion, so that an employee can clearly understand that he or she has all opportunities to become a manager one day and will work hard in this direction [1].

2. Location. It is a well-known fact, that success and a pay-back period depend on the choice of a place. A well-chosen location for a restaurant or a cafe provides it with stable traffic and profit. So, before choosing a place, where a restaurant will be located, first of all, it is necessary to determine the target market. For instance, if the activity of a restaurant is focused on business lunches, the best option for a catering establishment is to be located in close proximity to business centres and offices. According to the new trends, the most profitable locations of restaurant are considered to be in shopping and entertainment centres, hotels, different areas of tourist attractions and on major highways.

3. Absence of interesting concept. Taking into consideration modern restaurants, in order to attract the guests, it will not be enough to serve delicious dishes. Guests nowadays want to be impressed by some new formats and concepts of restaurants. That is why numerous new types of establishments appear. According to our observation, eco-restaurants are gaining popularity these days. The concept of these places extends to products, interior and even dishes. Tables and chairs are made of natural wood, linen tablecloths are laid on the tables. Each establishment may have its own menu, décor, type of service, but they all have one common thing: no harmful, fried and fatty products. There are dishes for raw foodists, vegetarians and lovers of non-traditional food. The menu of eco-restaurants is so diverse and the dishes are so new and unusual, that it will for sure attract customers.

Based on the above-mentioned information, we can notice, that restaurant industry is a very promising area. But, as in any sphere, there exist certain problems. So, in order to lead this sphere to a new level and make it even more profitable and prestigious, it is essential to pay special attention to the discussed issues.

## Reference

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