

Some successful Belarusian projects are: massively multiplayer online game World of Tanks, developed by the Belarusian Studio Wargaming.net, all-in Fitness sports app, Viber communication app, IBA group Alliance of IT companies and finally EPAM Systems is the largest provider of project (custom) software and solutions development services in Central and Eastern Europe.

The contribution of the IT sector to the GDP of the Republic of Belarus is currently 5.5 % of the total GDP [2]. By 2023, it is projected to increase to 10 %, which may surpass one of the most important sectors of the economy-agriculture. More than a billion downloads of Belarusian mobile applications this year. Belarusian apps are on at least every 5th smartphone on Earth. Thus, the IT sector is the most promising and profitable in the economy of the Republic of Belarus, as well as the most attractive for foreign investors.

References

1. Belta [Electronic resource]. — Mode of access: <https://www.belta.by>.
2. Myfin [Electronic resource]. — Mode of access: <https://myfin.by>.

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WAYS OF ATTRACTING CUSTOMERS TO CATERING ESTABLISHMENTS

Catering industry is the most diverse industry in the world. No matter where a person is, he or she will definitely find a place to eat: a restaurant, a café, a coffeehouse or just a food track. Despite the type, all establishments are doing their best to meet the expectations of their guests. And in order to reach this objective, the business is constantly growing, developing and changing its directions. But despite constant changes and improvements, catering industry faces some problems. And one of the most essential is a lack of visitors. It is known for sure that the assets of every eating establishment are guests. So, if a restaurant wants to be successful it should attract more guests. But nowadays there is such a tendency that not all people visit cafes, bars and restaurants frequently. And this happens due to the following factors: a large number of outfits, which is difficult to choose from, bad quality of food, high prices, a low level of service, etc.

According to the above-mentioned factors, in order to increase the number of visitors, it is necessary to undertake work in several directions at the same time. First of all, as nowadays there is a great variety of different places to eat, each establishment should somehow attract the attention of its visitor and convince them to choose mainly

their outfit. To do this, it will be a good idea to advertise a restaurant in different resources. These advertisements should be really creative, unique, but at the same time simple and rather informative. It is necessary to show all the beneficial sides of an establishment and answer the question why people should visit particularly this one. Maybe they can offer some additional services for free, such as board games, karaoke, watching sport competitions, etc. Next factor that is necessary to decide is the improvement of food quality. In this case only fresh products should be bought and offered to the guests. The next ingredient is professional cooks, who need to perform their functions very well. Besides this, each restaurant can invite famous chefs if not for a permanent job, then just for some master classes. This also will improve the reputation of an establishment and will attract sophisticated guests. Furthermore, it is really important to add some popular dishes to a menu. For example, nowadays, people pay much attention to their health, that is why they are fond of healthy food. According to it, a good idea is to create some unusual healthy dishes that will be of high interest.

One more factor that influences the attendance of restaurants is high prices. It is impossible to reduce the cost very much, as it is unprofitable for establishments, as they have not only to pay for products, but also pay salaries, rent and utility bills. But it is possible to make some discounts, for example happy hours, lunch menus, some dishes of the day that will cost less, gastro fests and so on. Besides, different types of portions can be offered: small, medium, large, and this also will reduce the price and will make it more affordable for visitors to try.

The last but not the least factor is a low level of service. This is a very acute issue that must be solved. Because if a restaurant wants to function successfully it is highly important to have qualified personnel, as it is a general fact that the staff is the face of an establishment. To solve this problem a restaurant can hire either good professionals and continue to motivate them, in order their productivity will not reduce, or hire young employees with little or no experience and train them by themselves. In order to stimulate employees for their hard work it is urgent to create comfortable working conditions, give a chance for promotion, increase salaries, provide bonuses and perks. And besides this, constant training will also be a huge plus.

In conclusion, it is evident that all these factors are interrelated and must be decided immediately in order to improve the situation with catering industry. And all the above-mentioned decisions will definitely help to deal with this affair.