

<http://edoc.bseu.by/>

К. Мikhailau, I. Halubtsou
К. М. Михайлов, И. В. Голубцов
БНТУ (Минск)

Научный руководитель Е. О. Миронова

TO THE PROBLEM OF RESTAURANT BUSINESS ORGANIZATION

Проблемы организации ресторанного бизнеса

The purpose of this research is to investigate the factors influencing the running and organization of the restaurant business.

The restaurant business is the sphere of activity of entrepreneurs aimed at making a profit and meeting the needs of consumers through the provision of services. The presence on the market of great competition in this area sets the goal for restaurateurs to set up their restaurant this way that there are more and more visitors. To do this, they will have to perform a number of tasks that will increase production efficiency, the introduction of modern forms of service related to entertainment programs, as well as their own specialties.

The success of this kind of business depends on various factors, for example: the quality of the action and the treatment of the staff with their customers. In order to do this business entrepreneurs, need to pay attention to the following features: the correct choice of premises for the restaurant in terms of location, compliance with the external and internal design of the restaurant concept, the quality of the menu, an effective accounting and control system, an effective management system, professional selection of personnel, quality of service and its compliance with the level of the restaurant, well-organized delivery of products. If these criteria are met, you can confidently engage in this business.

Due to the pandemic, today the restaurant business is suffering economic destabilization. A crisis has arisen in this area. And now is the time when restaurateurs need to come up with new methods of promoting their establishment. Alternatively, you can try to start delivering the dish home to customers, thereby creating a home environment for them.

Thus, the crisis is a time to look for new opportunities and ways to develop. At such a time only the strongest establishments survive. This means, in turn, success for those restaurant owners who put forward non-standard business ideas, those establishments will become popular in their cities.