

**TRADITIONAL AND EMERGING PRACTICES  
FOR MANAGING RESTAURANT BUSINESS  
(ТРАДИЦІЙНІ ТА НОВІ ПРАКТИКИ  
УПРАВЛІННЯ РЕСТОРАННИМ БІЗНЕСОМ)**

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*У контексті ідей гуманістичної, особистісно орієнтованої освіти обґрунтовано місце та значення ЗМІ у освітньому процесі, а також визначено основні засади медіаосвіти студентів.*

On average, 26 percent of independent restaurants fail in their first year of operation. As more consumers look to eat healthier and watch their spending, restaurants must increasingly compete for their stomachs and wallets. Undoubtedly, the overall restaurant industry will continue to suffer through this economic downturn.

There are five tactics that must be incorporated into a restaurant's overall strategy in order to maintain a competitive advantage: consistent food service, food quality and safety, embracing technology, marketing, and creativity. So how can you create and maintain a profitable restaurant while adding value, increasing sustainability, and providing fresh food for the consumer? Whether you want to start a new restaurant or improve an existing one, incorporating the aforementioned value propositions and tactics into your operations should improve your restaurant's brand and increase its long-term profitability.

Consistent service can be achieved through constant feedback – from customers and staff – as well as surveillance; however, it begins with the hiring process.

Training your waiters and waitresses to disclose ingredients and alert the kitchen when guests with food allergies are dining is critical in avoiding grave situations and possible financial liabilities.

The use of technology as a marketing tool can lead to successful, broad-based awareness of your restaurant and its personality. Using interactive social media tools, such as blogging, Twitter, and Facebook, to post articles related to your restaurant's food style, for example, may increase awareness of its resonating points of differentiation (RPD).

If feedback is positive, patrons will look to you as the creative director and designer, and commend you for a job well done. This, in turn, will increase the overall sustainability of your restaurant.