

RESTAURANT MARKETING IDEAS IN CITIES (ІДЕЇ МАРКЕТИНГУ РЕСТОРАНІВ У МІСТАХ)

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У доповіді наведено матеріал щодо ролі маркетингу в ресторанному бізнесі, його функції, особливості, значення, розглянуто головні питання маркетингової концепції в цій сфері. Крім того наведені фінансові показники такої діяльності для ресторанів, що оперують у містах.

Restaurants develop marketing strategies to learn how to meet the needs of their target customers in such a way that they return and spread the word. When finances are tight, a family may choose to reduce or eliminate its budget for dining out, so restaurants need to be thorough and deliberate in their marketing strategy. Your restaurant's marketing strategy's major goal is to increase profits, whether that entails adding more menu options, reducing prices or increasing customer visits or first-time customers. Solid customer service needs to remain near the top of the list of secondary goals. Your restaurant also needs to develop its brand and identity in the community. Restaurant marketing strategies begin with a study of the population that has access to your restaurant. The type of restaurant and average meal price determines your target market, including who likes to eat at a restaurant like yours, what they need from a restaurant, the price they willing to pay and which factors lead to a repeat visit. Activities that your restaurant will conduct to draw customers should build upon the strengths of your company and the needs of your target market, such as quick lunchtime service or location near the business district. Include a standard of measurement that can help you determine the efficacy of a particular marketing or advertising activity. This allows you to make changes in the marketing if necessary and build plans based on the results. How much should we spend on restaurant marketing? There are several rules of thumb and ratios in the restaurant industry and there are some for restaurant marketing as well. A typical restaurant should allocate 3% - 6% of sales to restaurant marketing. It's also a good idea to allocate this money proportionally to your sales volume. Meaning, if July is your busiest month, you should spend a proportionate amount on your restaurants marketing budget in that month.

JOURNEY TO GREAT BRITAIN

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There are some fantastic ways of getting around the country and enjoying yourself at the same time. For example, you can go on a cycling holiday. Britain has thousands of miles of quiet country lanes and forest tracks which are ideal for keen cyclists. There are even more footpaths for walking holidays from one end of the country to the 30 other, like Offa's Dyke

1.England London is the capital of Great Britain. It has many museums dedicated to its famous past residents where you can find out more about these iconic figures of London's history. For example: Benjamin Franklin House, Leighton House Museum, Charles Dickens Museum and others. London is a magnificent city. There are a lot of places to visit. Within walking distance of Trafalgar Square you can easily go shopping in Covent Garden. The Queen for the British, is a symbol of their national unity, she is a favorite of everybody, who is somebody. Buckingham Palace is the Queen's official and main royal London home, although the Queen regularly spends time at Windsor Castle and Balmoral in Scotland.

2.Scotland. Scotland occupies the northern part of Britain, bordered in the south by England, in the East by the North Sea and in the West by the Atlantic Ocean Tourists come to Scotland from Europe and all over the world. The capital of Scotland, Edinburgh, is a popular tourist centre. Tourists also come to see Scotland's beautiful landscape: the lakes, such as Loch Lomond or Loch Ness, famous for the Loch Ness Monster, and the Grampian Mountains, with their highest peak, Ben Nevis (1343 m). The most important river in Scotland is the Clyde, which flows through Glasgow.

3.Wales. A tradition of storytelling, poetry and singing began in the castles of the Welsh princes in the Middle Ages and continues today. Every year, eisteddfods are held around the country, which you can also join. An eisteddfod is a meeting of poets and singers who take part in competitions. As well as literature in the Welsh language, Wales has produced poets in English such as Dylan Thomas and R.S. Thomas.

4.Northern Ireland. Ireland is a country rich in culture, history and music, yet there is a mystical essence that cannot be described in words. It must be felt in the heart through the landscape, the music, the stories and the Celtic earth itself. It is this essence that we will capture on the Spirit of Ireland Journey.