

Д. В. Гордеева, Е. В. Черняк
БГУ (Минск)
Научный руководитель — **Е. В. Черняк**

THE USE OF MERCHANDISING TECHNIQUES IN THE RESTAURANT BUSINESS OF THE REPUBLIC OF BELARUS

The catering sector in Minsk as in the first half of 2022 is represented by about 3,650 objects. There was a slowdown in the growth rate of retail turnover of public catering facilities compared to 2021 (119,8 %), but the dynamics remained positive — 100,8 % [1].

In order to ensure the restoration of retail turnover growth and attract new customers, restaurant business facilities use various innovative methods and techniques of merchandising, which include the following:

– lettering is the design of the entire catering facility with blackboards, where it is written in chalk about promotions, discounts and new offers;

– distribution of coupons is an additional way to increase sales. Their essence is different: the second (third) dish is free; a discount provided when the amount of the receipt exceeds a certain limit; special prices for dishes from the menu; a discount for the next visit. It is possible to get prizes in raffles, but on the condition that the buyer's next visits. For example, on the first visit, he receives a small guaranteed prize, and in the case of the next visit, he takes part in the raffle of the main prize, etc. (93,1 % of respondents are familiar with this technique);

– tepan show is a demonstration of cooking by a chef. In addition, few restaurants offer an innovative service with which you can observe the preparation of food on a webcam.

The display of dishes also includes the design of the counter with prepared dishes in order to provide customers with a visual representation of how the order will look. Appropriate in this case is a sign with the price, name, calorie content, which is presented near each plate (31 % of respondents stated the presence of dummies in restaurants in Minsk) [2].

It is known that Generation Z is famous for the active use of information technology. The interactive menu provides for customers to compile orders from the proposed set of products independently. So, on a special screen received from the waiter, the buyer marks the desired items (products). Electronic QR menu is another way to replace the physical menu, it became especially popular during the pandemic COVID-19 to limit the contacts of buyers between each other and with the environment.

As one of the directions of innovative payments is a terminal located right on a table in a restaurant.

Thus, the use of merchandising techniques in the activities of restaurant business facilities will increase the efficiency of their functioning, ensure the influx of customers and lead to an increase in retail turnover.

References

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