

grated system of practical training for small business without creating any special educational structures and programs [2].

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STAFF MOTIVATION IN THE RESTAURANT BUSINESS

Nowadays it is a well-known fact that the success of a restaurant enterprise fully depends on two main components: high quality of food and well-trained staff. Taking this fact into consideration, restaurateurs all over the world attempt to influence the desire and willingness of their employees to work properly and have the results achieved. A lot of forms of staff motivation and stimulation are used. Such methods include corporate parties, free meals, monthly bonuses and additional rewards. However, not all of them are effective enough. Current trends in this area of studies tend to turn to more intangible methods than to material means.

Summing up the work every week is well implemented among either office staff and service workers or technical staff. At the same time, it is desirable to focus on personalized publicity of achievements and shortcomings, which, in addition, serve as a basis for rewards and punishments.

The promotion and stimulation of the staff proposals for the introduction of new regulations and innovations. Many things in the enterprise cannot be covered by the attention of the administration and sometimes the representatives of lower levels of the hierarchy may suggest worthy ideas and solutions. Undoubtedly, the encouragement of employers will help to generate more efficient ways to work. Staff meetings also provide employees with main information for organizing and implementing the process of their work. The presence of a Manager at such meeting also has a beneficial impact, as it helps the employer to control the whole process from inside and at the same time the workers appreciate the attention and commitment of executives. Anonymous staff survey that includes questions on the conditions of work, the whole organization, the process of implementing, communication, management evaluation,

and other details that can help the managers to avoid and overcome any difficulties arising between the colleagues.

To reach the maximum potential of the employees non-material methods and forms of motivation must necessarily be combined with material or financial ones. Cumulative bonuses encourage the work improvement at all the levels of the enterprise and stimulate the desire of the staff to get promotion and achieve higher goals every period. Manager participation in the bonus distribution system illustrates common interest in the achievement, and sharing of extra profit between the restaurant and the employees will bring additional satisfaction to the team. A profit-sharing system will be effective if it covers the entire staff of the organization.

The role of staff motivation in the quality management system is very significant. All efforts made by company employees are aimed at achieving common goals. The employees have high non-material motivation, which manifests itself in trust in leaders, confidence in the fact that they act in the name of a common and good goal.

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THE MOST ACUTE PROBLEMS OF RESTAURANT BUSINESS DEVELOPMENT AND THE WAYS OF THEIR SOLUTION

Restaurant business is one of the most profitable business nowadays. But, at the same time, it is the riskiest sphere which problems have been worrying scientists in our country for a long time. Among the most important issues, that influence the current condition and the development of the business, are the following:

1. Poor quality of service. Lack of qualified staff. In our opinion, this problem is one of the most crucial. So, in order to attract a large number of guests to catering establishments and keep them, a solution of this issue is of top priority. Nowadays, working in catering establishments is considered as something unserious, non-prestigious, with low chances for promotion and many people perform it as a temporary or part-time job. So, in order to change the situation, it is essential to change the attitude of the employers to their employees. In this case, the development of a well-thought-out motivational policy of the staff is of high importance. It is necessary to implement new types of payments. In addition to the salary, a restaurant owner needs to pay bonuses, which will be calculated according to the number of tables served or the average check. In this case, waiters will be motivated to work better and they will understand, the better they work, the more they earn. Also, one of the factors