

RESEARCHES MARKETING PROGRAMS OF THE SPHERE OF RESTAURANT SERVICES OF SAMARKAND REGION

TECHMIND-2021

Kamoliddin Mamatkulovich Ibodov



Abstract

In this article, marketing monitoring of the main concepts of economic development of the sphere of restaurant services is carried out. The essence of marketing programs is disclosed and the author's definition of "marketing program" is developed. The types of marketing programs of enterprises in the sphere of restaurant services of the Samarkand region are revealed. The research bases were used when organizing meals in the territory of Samarkand.

Keywords

Marketing program, catering, fast food, national and confessional factor, consumer preferences, "Hand-made", manual preparation of national.

I. INTRODUCTION

In market conditions, it is imperative for enterprises to rethink old methods of operation and introduce new, more effective ones. Marketing is a major gap in the catering industry, as managers do not fully understand its power. At some enterprises there are no corresponding departments, at others - marketing performs only sales functions, while in foreign countries it has long been understood that marketing is a driving force and in most developed countries marketing programs are already being developed and implemented that allow the head to take weighted, reasonable and adequate management decisions.

The main principles of the marketing concept of management are: forecasting the market, developing a strategy and planning the company's actions in the market, taking into account the demand for the product, the formation of supply on its basis. It is strategic planning, in contrast to other management concepts, that has the ability to foresee the subsequent actions of restaurants in accordance with changing market requirements, direct work to a certain extent to an already known market, develop a set of interrelated measures in the field of commodity, price, sales and incentive policies, taking into account possible behavior competitors, etc. Strategic planning provides significant benefits of a marketing approach to managing the production and distribution of restaurants. Thus, the marketing program is a strategic recommendation plan developed on the basis of comprehensive marketing research regarding the production, sales and scientific and technical activities of restaurants for a certain period of time, designed to provide the best option for its future development, taking into account the needs of consumers and in accordance with the goals and strategies.

The marketing program is aimed at fulfilling the mission of the enterprise, creating an image, increasing competitiveness, and also forms tasks, the implementation of which will lead to an increase in the efficiency of the enterprise through the fullest use of its resources. When researching the category "marketing program" and the features of its development, it was found that there is no consensus on this issue.

II. LITERATURE REVIEW

Authors such as [1]-[6] identify the marketing program and the marketing plan, considering them synonymous and in their opinion marketing program as an independent set of activities that determines the actions of an enterprise in all marketing blocks, separating it from marketing planning.

In our opinion [7], the marketing program is a strategic instruction for the development of a directive plan for the general economic activities of enterprises.

The analysis of approaches shows that marketing programs are an obligatory element of the marketing activities of enterprises, without which it is impossible to achieve the set goal. In our opinion, the marketing program is an orderly, strategic set of measures for production and sales activities, developed on the basis of a comprehensive marketing research, the ultimate goal of which is to create an enterprise that is competitive and flexible in innovative transformations, as well as to ensure the long-term strategic development of the enterprise.

We believe that the concept of a marketing plan and a marketing program are different, but they interact with each other. In marketing planning, indicators are determined, the achievement of which is the goal of the enterprise, and the marketing program, in turn, reflects specific actions aimed at achieving it. We believe that the marketing program is the basis for planning the activities of the entire enterprise. After all, it directs production to the needs of the market, formulating questions such as: What, when and how will the company produce? How will she sell her products? How can product sales be promoted to leverage existing opportunities? The answers to these questions will help ensure the commercial success of the enterprise.

According to the classification [4], marketing programs are divided by time, by the scope of the problem, by the methods of development. In addition to those mentioned, there is also a classification of marketing programs according to the addressee, object, method of compilation and the complexity of compilation[6] *etc.*

Ibodov distinguishes marketing programs by addressee, by degree of coverage, by object, by method of development and structure [7].

The marketing program is critical for the restaurant business because the companies that use it have improved productivity and profitability than other restaurants which don't use marketing tools for business planning and sales activities. Such benefits stem mainly from the following: systematic search for opportunities and threats, determination of competitive advantages; readiness and ability to react to changes; improved communication between performers; participation in the planning process at all levels of government.

The marketing program describes the operational marketing situation, the goals of the enterprise, and marketing strategies for the current year. The plan includes: an action program (operational and calendar plan), marketing budget, main activities. The annual marketing plan can be very detailed, as opposed to strategic planning, i.e. clearly reflects the composition of the menu, the scope of service, costs, prices, promotion methods, forms of after-sales customer service, etc. Action program - a detailed program that shows what needs to be done, who and when should carry out the accepted tasks, how much it will cost, what decisions and actions must be coordinated in order to implement the program; marketing research provides the basis for making decisions about the strategy and the program development of restaurants.

The conducted research of theoretical data on the research problem showed that the allocation of key customers for restaurants is one of the tools to increase the effectiveness and profitability of marketing activities. Most experts point out that the most profitable restaurants require a special approach. When working with key customers, restaurateurs must develop certain standards for serving key customers, create comfortable conditions for interaction, develop loyalty systems, etc. The most important issue of theoretical and practical importance is

the development of an algorithm for highlighting key restaurant customers and organizing marketing activities in selected market segments. The marketing program for serving key customers in the restaurant services sector should include, in our opinion, additional blocks of analysis, since additional information is needed to develop a marketing program, select loyalty tools for key customers, and form a program budget. The proposed algorithm is a closed business process that includes analysis, selection of the target segment of key customers, development of a marketing program, organization of implementation of the proposed program and assessment of its effectiveness. The algorithm for developing a marketing program for serving key customers of a restaurant, in addition to analytical and basic blocks, includes a block for identifying and describing a marketing program for serving key customers (Fig. 1). Based on the analysis carried out, it is necessary, in our opinion, to conduct a block of measures to develop the main blocks for developing a marketing program for servicing key customers: to form a target segment of key customers, assess existing relationships with key customers, define SMART goals and objectives and draw up a work plan for development of key customers. Thus, differentiation of key customers in the restaurant services sector allows developing a more flexible and effective marketing program and increasing the number of loyal customers.

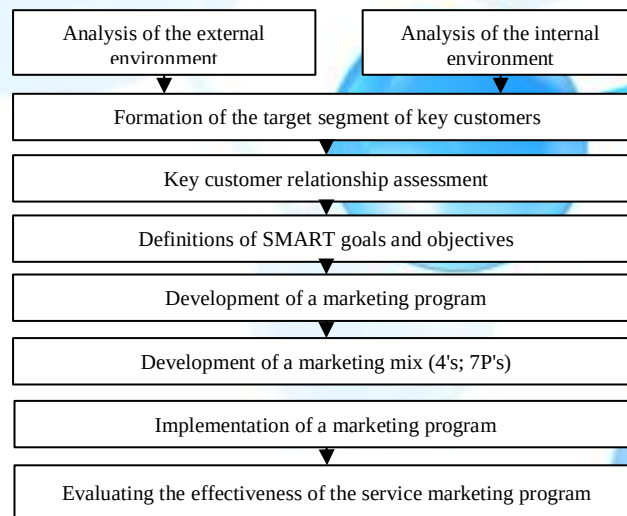


Fig. 1 Algorithm for developing a marketing program for serving key customers in the restaurant services

III. METHODOLOGY

The actualization of the problem of market interaction of subjects of restaurant services is determined by the fact that the course of marketing research of the dissertation work in this area was the index of customer satisfaction and within the framework of the presented study, a reliable system analysis was carried out (Fig. 2) of the essential content of marketing programs of enterprises of restaurant services ($n = 226$, $p < 0.05$) that functioned (as a research base) in 2016-2020 of the Samarkand region. At the same time, the marketing monitoring carried out revealed 4 basic concepts of the economic development of the research bases, the most common of which were:

- 1) targeted marketing programs "Menu and hospitality", introduced over the specified period by 34.5% of the studied small businesses in the market of fast food services in the region;
- 2) targeted marketing programs "Food plus entertainment" (27.2% of the research bases);

- 3) targeted marketing programs "Catering" or catering services (16.7% of research bases);
- 4) targeted marketing programs "Fast food" (21.6% of the research bases).

At the same time, the corporate nature of all these marketing programs should be emphasized, when each of them could be implemented either separately or jointly. For example, the Fast Food program easily cooperated with the Food Plus Entertainment program, when the research bases developed and implemented a special menu (separately for VIP clients and the "middle" class), incl. when serving concerts of popular artists performing in restaurant halls. This involved not only the use of the halls of the studied cafes and restaurants, but also the operational deployment of so-called "fast food points" (tables and chairs under light awnings, mobile food warmers, refrigerated display cases, etc.) next to small concert venues, etc.

Simultaneously with the same targeted marketing program "Fast Food", 2 more targeted marketing programs - "Catering" and "Menu and Hospitality" could cooperate, when, within the framework of all these three marketing programs, a special menu of restaurant services was developed and implemented while providing buffets at business conferences, forums or meetings organized on the problems of socio-economic development of various sectors of the economy of Samarkand. At the same time, the use of all three of the above targeted marketing programs could be carried out with their corporate (one-time) use, for example, during the demand for the services of fast food outlets during traditional and confessional holidays (sumalak, halva, samsa, khalisa, lamb, baking of various cakes, rolls, etc.) or family celebrations (weddings, anniversaries, birthdays, etc.). Discussing the data of Fig. 2, it should be emphasized that the marketing environment of the studied market segment predisposed the orientation of the managers of the research bases towards the transformation of the sales policy of the studied small enterprises of restaurant services, when 53.5% of respondents ($n = 121$, $p < 0.05$) in the course of marketing testing expressed commitment to food, respecting ethnic traditions. So, for example, the leading ingredients of the marketing environment of the restaurant services market made it quite reasonable:

- opening of stylized rooms with national dishes (for example, Uzbek pilaf, samsa, shashlik, kebab, Russian pie, pancake, meat pies, etc.) and domestic wine and vodka products (old recipes for vodkas, liqueurs, liqueurs, fruit Russian and Uzbek wines etc.);
- realization of various types of products of the best samples of foreign national cuisine (stylized halls for an Italian pizzeria, an English beer pub, Russian cabbage soup, borsch, etc.).

Such characteristics of the marketing environment were factors of the first rank, since they forced to reorient the marketing programs of the research bases to the demands of the socio-cultural groups of the population prevailing in a given territory. An example of such marketing programs is the rather popular restaurant business enterprise "Blinny Domik", "Un oshi", "Navo", opened in Samarkand. At the same time, according to a survey conducted by us in the process of marketing research, marketing programs, which the restaurateurs called "Appearance: classic and extravagant", turned out to be very significant characteristics of the marketing environment of the regional restaurant services market. The latter predisposed the marketing use (to expand the circle of consumers) of recent symbols of well-known events (for example, the buildings of the "Russian barrack" for the opening of the restaurant "Pancake House", a beer "pub"). At the same time, the classical modeling of the exterior and interior of small enterprises of restaurant services was carried out, usually proceeding from 2 standard trends: a) family vacations; b) VIP client. In the course of the study, the convergence [8] of factors of the first and second rank was established, since both those and other characteristics of the marketing environment in the market of services in the field of restaurant services were the dominant reasons for the transition of 46.8% of the research bases to modeling and implementing a kind of marketing programs "Hand-made" (or manual preparation of dishes in the best traditions of Uzbek, Russian and

Uyghur cuisine) [9].

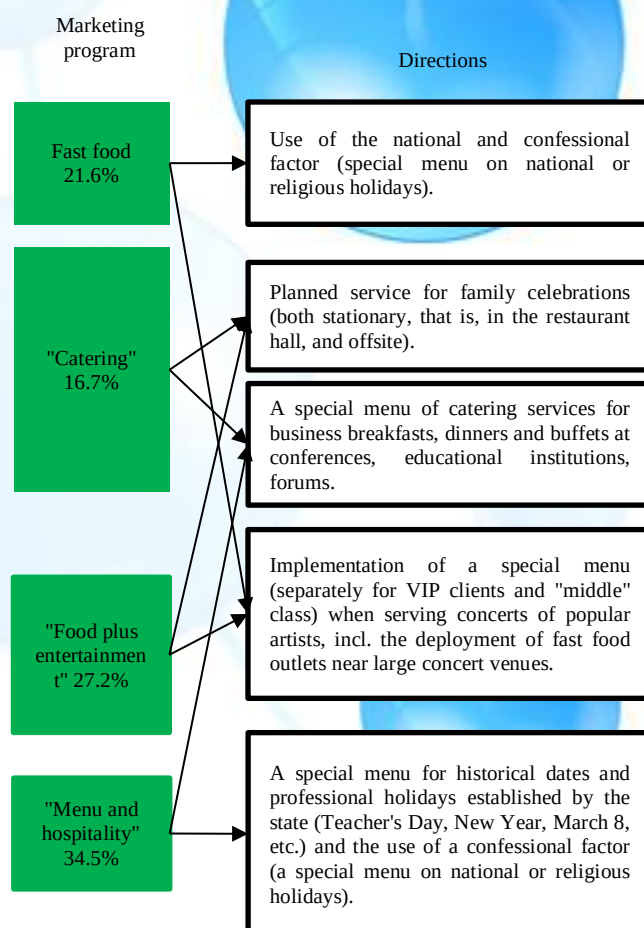


Fig. 2 Types of marketing programs of enterprises in the sphere of restaurant services in the Samarkand region.

IV. RESULTS

Commenting on the data in Table I, it should be noted that the middle class of consumers of the services of the studied enterprises in the sphere of restaurant services is attracted to nourishing and healthy food, mainly from natural products. It is these consumers who visit Samarkand in the course of the weekly purchase of goods for the needs of the family, usually leave a cafe or a medium-sized restaurant at the checkout, from 15,000 to 20,000 UZS per person (Table I).

TABLE I
THE MAIN SEGMENTS OF VISITORS TO RESTAURANT SERVICES IN SAMARKAND

Average check	Consumer preferences (n = 226 respondents, p < 0.05)
1. up to 10,000 UZS	Products that fall under international fast food standards or inexpensive types of pastry products (mainly hot pies with meat, rice, potatoes, cabbage, liver, cottage cheese, etc.); inexpensive beer ("Kibray", "Pulsar-Samarkand", "Sarbast"), Coca-Cola and Pepsi (accompanied by "chips").
2. up to 30 000	Various types of set meals (first, second courses, compote tea), pancakes, crumpets, pizza, inexpensive types of soups or hot meat dishes, as well as vegetable and fish

UZS	snacks (herring, vinaigrette, cabbage salad); strong drinks - in small quantities.
3. up to 50 000 UZS	Meat pies, traditional types of first courses (Russian borscht, noodle soup, pea soup), hearty a la carte dishes of beef, pork, lamb, chicken; beer of popular foreign brands (Karlsberg, Heineken, Russian beer), strong drinks (traditional vodka brands), mineral waters such as "Borjomi", "Narzan", "Tashkent", standard sweet pastries for dessert.
4. up to 100 000 UZS	Various types of cold fish (sturgeon, chum salmon, pink salmon, beluga), vegetables, meat (aspic, cervelat, boiled pork) and hot snacks, in the style of national, Russian, Italian, Greek, French or other national cuisine. Dishes from seafood and natural meat are in demand, as well as high-quality spirits (especially cognacs) and a variety of plentiful desserts (fruits, vegetable pastries, ice cream of famous European brands).

According to our surveys, such people made up 62-65% of the total number of visitors. At the same time, the elite level of visitors spending over 100,000 UZS per person per visit to a particular catering establishment was 10-11% of the total number of customers, while the remaining 28-24% of visitors to the research bases allowed themselves to spend up to 30,000 UZS (for 1 person per visit) for products, "fast food", including inexpensive types of pastries, Coca-Cola, Pepsi and domestic beer of various sorts. Naturally, such a gradation of consumer tastes was rather arbitrary, because, for example, a married couple, limiting themselves on ordinary days to various types of complex inexpensive but nutritious meals, could order elite cheeses and sausages on the occasion of a family holiday, cold and hot snacks from expensive fish varieties, imported cognac and an exquisite dessert from various chocolate and exotic fruits. At the same time, the above-described typical property stratification of the population created the possibility of implementing the author's schemes of marketing regulation of the marketing policy of subjects in the field of restaurant services.

As evidenced by our marketing data, the research bases were used when organizing meals in Samarkand 12 main types of bonus discounts. At the same time, the most demanded bonus turned out to be a 10% discount from the total order amount provided to clients (38.2% of respondents) of the studied small catering establishments during the period 12-17 hours from Monday to Saturday inclusive. No less popular was the service bonus, when the client was given a 5% discount for a one-time table reservation, a 10% discount for a table reservation 2 or more times a month, and a 20% discount on the total order amount for a weekly table reservation in the evening. In addition, the client's popularity (17.6% of respondents) enjoyed a 10-15% discount for family celebrations, as well as payment by installments and partial payment for services (13.9% of respondents). It is necessary to take into account the modern tendencies of family holidays; more and more often it has become fashionable to invite only close friends and a narrow circle of relatives. It should be emphasized that the system of bonus discounts played a positive role in increasing the level of profitability of the studied fast food enterprises (by increasing the total turnover of services provided in the city), based on modern methods of digitalization of workplaces.

IV. CONCLUSION AND RECOMMENDATION

By composing, in accordance with our proposed marketing programs, restaurants will be able to use all types of promotion to the maximum. At the same time, maximum attention should be paid to public relations and public relations of the restaurant, especially at first. In order for all planned events to take place with the greatest effect, a marketing plan should be drawn up, which will determine the activity of the restaurant for the next year. By dividing such a marketing calendar into periods (months or weeks), and linking each period to a specific marketing event, it

will be easier for an enterprise to track the fulfillment of its goals.

Thus, services for the organization of fast food today appear on the implementation field of Samarkand in the form of a connecting business ingredient in the marketing of restaurant services enterprises.

REFERENCES

1. Shestov S.N. Dictionary of advertising and marketing terms. - *Donetsk: DonGUET, 2005, 160 p.*
2. Wood Marian Burke. Marketing Plan / Wood Marian Burke. - *M. "Williams", 2007, 352 p.*
3. Bagiev G.L. Marketing: Textbook / G.L. Bagiev, V.M. Tarasevich. - *M. Economics, 2001, 718 p.*
4. Bondarenko I.V., Dubnitskiy V.I. Modern Marketing. - *Donetsk: LLC "Yugo-Vostok, Ltd", 2001, 354 p.*
5. Porter, Michael E. Competitive strategy: techniques for analyzing industries and competitors: with a new introduction. (1980) 2005. – 395 p.
6. Marketing: Textbook, workshop and educational-methodical complex on marketing / - *M. Yurist, 2000, 568 p.*
7. K.M. Ibodov. Marketing. *Tashkent. T.*, "Science & Technology", 2019, 356 p.
8. K.M. Ibodov. Marketing in tourism. *Tashkent. T.*, "Science & Technology", 2019, 358 p.
9. K.M.Ibodov, Z.M.Bazarov, 2016, Marketing concept of improving the quality of services in the restaurant business, "Problems of international and domestic tourism development." // *Samarkand, June 2-3, 2016 –278-281 pp.*