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CATERING AS AN IMPORTANT PART OF THE RESTAURANT BUSINESS

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The modern direction of the restaurant business - catering - is currently rapidly developing not only in capitals, but also in regional centers and large cities of the country's regions. This process is associated with the expansion of the types of services provided by public catering enterprises and the demand for this type of service among the population of cities, which is associated with the growth in the well-being of the population and the rise in living standards, characterized by the orientation of the main time of residents to issues related to work, study and social life. with this in mind, by providing catering enterprises with the function of serving the population with ready-made meals and home cooking.

Should be consider the main types of catering and the specifics of providing catering services depending on the terms of service.

The main types of catering include:

- Catering on premises
- Catering outside the restaurant
- Social catering
- Traveling catering
- Retail sale of finished culinary products
- VIP - catering
- Organization of meals in schools, childcare facilities, hospitals
- Organization of meals during travel (on cruises on a ship, on an airplane, on a train, etc.).

The catering company can provide the equipment necessary for a banquet or other event.

Catering, depending on the place of manufacture of products, can be organized in the forms presented in table 1.

Table 1 Catering forms

Catering forms	Catering forms			
	Event catering	Catering and transport services	Social nutrition	Room service for accommodation facilities (room service)
Service with the manufacture of products at the place of service	+	+	+	+
Service with delivery of products manufactured outside the place of service	+	+	+	+
Service with the manufacture of products from semi-finished products of various degrees of readiness at the place of service	+	+	+	+
Service with retail sale of catering products manufactured outside the place of service	+	+	+	+
Service with the manufacture of products at the place of service	-	+	+	-
Note: * Service is applied in restaurant cars, cafe cars, buffet cars				
Note - compiled by the author				

Some companies go further, for example: some companies can help organize some kind of team building events that can improve relationships within the team and increase its productivity. They can even include going out of town to spend time in an informal setting with many different entertainment and competitions. And, of course, with delicious food.

Should be consider the process of catering catering step by step:

Stage 1: selling the service - i.e. conclusion of an agreement with the customer for the event (Figure 2)

The passive sales scheme assumes that a potential customer finds an organization himself, comes to the company, orders and agrees with the administrator all the details: menu, service format, event scenario, additional services, technical details, etc. In a traditional restaurant, the sales process is usually carried out by an administrator, i.e. the one who performs the functions of operational

management in the restaurant hall. The active sales scheme assumes that the catering service itself is looking for a customer (announcements, calling potential customers, other ways of advertising) and offers already developed options for holding events of various formats. This way of working is typical mainly for catering companies and is rarely used by the management of a traditional restaurant.

In a traditional restaurant, the development and support (including documentary) of the organization of an outdoor event is entrusted to the administrator.

Stage 2: organization of information flow about the event - after the completion of the act of selling services, the project of the event is transferred either to the manager for organizing the event (provided that such a department and such a position exists in the company). In small companies with a simple organizational structure and small staff, the second stage may be absent in principle.

In this case, the project of the event is transferred from the sales manager (administrator) directly to the departments that will serve it.

Stage 3: transfer of requests to departments - information about the event should be transferred to all departments that will be directly related to the implementation of the service. The source of transmission, depending on the organizational structure of the company, can be:

1. sales manager;
2. event manager
3. Event Manager
4. administrator.

Stage 4: preliminary technical preparation (menu) of the event - control of the preparation of dishes in accordance with the approved menu, primary serving, packaging and other preparation for transportation.

Most of the dishes (salads, cold snacks, desserts), with the most rare exceptions, are delivered almost ready to the venue. Hot meals are either prepared immediately before transportation and delivered in thermal containers (thermoboxes), or prepared on the spot (in combi-vectomats), or generally delivered chilled and heated in a chafing-dish. In the case of using thermoboxes, the processes of cooking hot and its transportation should be linked to the process of preparing the service.

Stage 5: delivery to the venue of the event - includes:

1. loading at the warehouse,
2. the actual transportation,
3. unloading at the site.

Stage 6: preparation of the event at the venue - after delivery and unloading of everything necessary at the event venue, furniture is arranged, draped in the hall and dishes are served in the technical room. These processes are running in parallel. Then there are the design of buffet or banquet tables, table setting, bar and tea points, drinks serving, staff dressing and final briefing. Waiters and bartenders should already be at their workplaces 5-10 minutes before the arrival of the guests.

The decoration of the room, the arrangement of furniture and its drapery, as well as the serving of the delivered dishes are the most time consuming and require strict control from the organizer of the event, who is responsible for its holding.

Stage 7: Guest Serving - The culmination of the catering service process. A stage that will be visible and appreciated by the customer.

The main difficulty of the stage is the organization of the efficient work of the involved staff: people who are not part of the catering company staff and are not always sufficiently motivated to maintain the company's image.

Depending on the form of the off-site event, the work of the service personnel can vary significantly.

Stage 8: organizational and technical completion of the project - summing up the results of the event, working out the documentation for the event.

Catering service is one of the priority directions in the development of the restaurant business. After all, the restaurant business, divided by specialists into two segments - stationary services and catering services - is profitable and has good development prospects.

Catering organization is a complex and multifaceted process, which includes thinking through the general concept of the upcoming event. Birthday celebrations in a place convenient for the customer, wedding celebrations, coffee breaks at conferences, catering for banquets, corporate New Year's party are events of different thematic focus, which require new creative ideas from catering specialists for their holding, so that each event becomes original and memorable.

Promotion of catering will require deep knowledge in this area, strong-willed character, dedication, patience from the project manager.

If a leader is ready to take responsibility for creating such a large-scale enterprise, realizes responsibility for the people working under his leadership, then his financial, physical and intellectual investments will be profitable.

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CHANGE MANAGEMENT AND HUMAN RESOURCE DEVELOPMENT IN HOTEL

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Change in the hotel driven by the organization's response to the evolving environment (relationships, demands, and opportunities). Organizations forced to constantly adapt to the environment in which they exist. They themselves also generate change in the external environment by developing and bringing to market new products and technologies that become dominant and find widespread adoption.

Change itself is a gradual or staggered process of moving an organization to a new level using existing ideas and concepts.

Organizational change includes:

- The basic structure - the nature and level of business activity, legal structure, ownership, sources of funding, international operations and their impact, diversification, mergers, joint ventures;
- Objectives and activities - the range of products and range of services provided, new markets, customers and suppliers;
- The technology used - equipment, tools, materials and energy, technological processes, clerical technology;