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**MAIN DIRECTIONS OF RESTAURANT BUSINESS DEVELOPMENT IN
KAZAKHSTAN**

Serikbaev Anuar Ersinovich

serikbay.anuar@mail.ru

Master student of the 1st year of the EP EMBA "Hospitality and Leisure Management",
L.N. Gumilev Eurasian national university, Nur-Sultan, Kazakhstan

Restaurants play quite an important role in human life. In addition to satisfying physiological nutritional needs, “going out” to a restaurant has an important social function. A person needs not only to eat, but also to communicate. Restaurants are one of the few places where all the senses work and generate an overall sense of satisfaction. Taste, vision, smell, tactile sensations are combined in the assessment of food, service.

The restaurant business has long been considered profitable and promising, but the availability of start-up capital is not enough for its successful development. There are many subtleties and nuances in this business, ignorance of which will not allow you to achieve results and get ahead of your competitors. The efficient operation of a restaurant depends on several factors. Like any complex system, the restaurant begins with the idea of its founders and ends with the control of functioning [1].

The importance of determining the content of this or that concept, as is known, is not only not a simple task, but also a very responsible one. This issue originates from the first known meaningful steps of man on earth. Any business is within the power of people only if they understand each other. Then there is an opportunity to coordinate and implement the plan, no matter what it is in terms of its scale and intentions. By specifying the conceptual apparatus, we can better identify trends in the development of restaurant business in Kazakhstan.

Public catering is a branch of the national economy, which is based on enterprises that are characterized by the unity of forms of organization of production and customer service and differ in types and specialization [2].

The main role of public catering is to meet the nutritional needs of the population. In our opinion, the implementation of this role is very important, since properly organized catering at enterprises leads to increased efficiency, which in turn affects the efficiency of the enterprise.

Restaurant (from French restorer, restore, fix) - an institution that sells prepared food and drinks on order for consumption. Economic changes led to the revival of the domestic restaurant business. As a result, step by step, the real restaurant market in our country gradually began to revive, subject to the economic laws of supply and demand, as well as competition. At the same time, the process of introducing state regulation of the restaurant market by civilized legal methods was actively carried out. Market relations urgently demanded the creation of various restaurants capable of occupying the appropriate price niches and meeting the unsatisfied demand of the solvent population.

A restaurant is a special type of enterprise that combines: the production of a wide range of complex culinary products and a high level of customer service in special halls. The most important distinguishing feature of the restaurant is an individual approach to the client [3].

The restaurant business, which is related to the field of catering, produces a product that, unlike the product of the industrial sector, is intangible, therefore it is more difficult to exchange and promote it on the market. In a competitive market, one of the key factors for the success of a public catering enterprise is the implementation of marketing principles that allow the restaurant to get as close as possible to its consumers. The culture and national customs of visiting restaurants have a great influence on consumer demand. When a Kazakh person wants to see his parents, he goes to their house. The American invites them to a restaurant.

To date, the restaurant business is considered to be one of the most quickly recouped areas of investment all over the world [4]. So, relatively small capital costs for the creation of a restaurant can pay off within 2-3 years. At the same time, the restaurant business is one of the most risky, since a mistake made in only one of the many key success factors can cause the business as a whole to be unprofitable.

Modern trends in the restaurant business are largely elusive - this type of activity is developing rapidly, "overgrown" with unique features. However, there are several main “secrets” of modernity that will help to set up work in the right direction.

Despite the fact that people will always feel the need for food, the industry turns out to be very sensitive not so much to the consumer as to external factors. Thus, the unfavorable crisis situation and the food embargo are forcing catering enterprises to increase their prices. At the same time, it is not always possible to include service improvement in the cost of finished products. For example, an analysis of the coffee shop market clearly shows a shift in consumer demand from the average level to a more budgetary one. The fall in the income level of the population clearly affects the coverage of catering offers. As a result - the deterioration of not only service, but also the quality of finished products. The restaurant business market, like the economy as a whole, develops cyclically, and this market is especially prone to cyclicity due to the fact that supply often does not keep pace with rapidly changing demand.

According to expert assessments, most failures in the retail industry are due to organizational and economic factors, among which the following stand out: loss of the market, insolvency of the clientele, as well as lack of personal experience (incompetence or unsystematic approach to business).

According to restaurateurs, the most common causes of bankruptcy are:

1. Lack of funds. A restaurateur may run out of money before the restaurant attracts enough patrons to become profitable.

2. Poor management. This is a rather banal reason, but it cannot be discounted in any way.

In addition, changes in public transport routes or the elimination of local parking, various illegal actions of competitors (arson, a complaint about a violation of any rules in the institution, etc.) can lead to bankruptcy of a restaurant. Some restaurants go bankrupt because they were originally created to launder money or as an addition to a large private evening club. The reasons for the bankruptcy of modern catering enterprises are very diverse, but in spite of everything, the restaurant market is developing, improving and achieving high results.

The leading position in the world market of the restaurant business is occupied by Europe, which is rightfully considered the Motherland of modern catering enterprises, as well as the trendsetter of the world trends in the restaurant business. It is the European restaurant business that is the most stable in the world, which undoubtedly makes it an example to follow, an experienced "big brother" in the international restaurant market [5].

One of the most popular trends in the European food industry is the "fusion" style or, as it is also called, cross-cooking (from English cross - "crossroads"; cooking - "cooking"). The kitchen is increasingly focused on aesthetes. It becomes like music. Restaurant owners mix food styles and concepts to please their customers. In this regard, interest in such institutions is increasing [6].

The format of serving food is also becoming more diverse. In particular, finger-food (buffet, where people eat only with their hands) and tapas (one huge plate is served on the table - for everyone; good for business lunches and helps bring people together at the table).

The fashion for a healthy lifestyle also influenced the food culture, defining another global trend in the development of the restaurant business - the use of healthy food (i.e., high-quality products that have undergone a minimum of processing), which has become a requirement of the time [7].

A significant problem today is the difficulty of checking the quality of food products at the place of their consumption, establishing the "purity" of products (the absence of harmful substances, fertilizers, etc.). Therefore, there is an increasing need for quality control of raw materials, its certification for safety of use. Despite this, the trend of switching to organic food is gaining more and more popularity. So, in Europe people are already ready to pay a lot of money for clean products, but it took 30 years of preparation.

The growing interest in healthy and tasty food has influenced the emergence of several more popular areas of the restaurant business. Firstly, the pen kitchen format is gaining popularity: customers want to see how and from what they cook for them. Secondly, such a direction as slow-food is in demand, which is based on the slow consumption of tasty and healthy food, cultivating the taste of customers and returning their respect for food. Therefore, the preparation uses a minimum of processing: customers want to feel the taste of the product, and not the numerous

spices. And in the menu - more and more dishes from vegetables and fruits [5]. Vegetables in Europe are now the most popular product. As a result, the number of soup bars, salad bars is growing, and the number of vegetarian restaurants is increasing.

In Western Europe, there is a surge of interest in the cuisine of Southeast Asia (for example, Thai), which is a significant competitor to the national cuisine of European countries. However, according to experts, whatever the culinary preferences of Europeans today, national cuisine will always find its consumer. There is a certain cyclicality: interest in the national cuisine flares up, then fades [7].

One of the modern trends in the restaurant business is its combination with art by holding various exhibitions, creative evenings, concerts in catering establishments. There is also a growing fashion for restaurants-clubs, which, although they require the installation of special musical and lighting equipment, are today a very popular form of recreation, and, therefore, a profitable business.

Another interesting direction of the modern European catering market is the emergence of such a term as "rooftop restaurant business", i.e. rooftop restaurants. Such institutions solve the problem of lack of space in cities overloaded with buildings, save money on buying or renting expensive land, and attract a huge number of aesthete clients [5, 6].

As for the level of competition between restaurants in Europe, it is very high. A huge role in this process belongs to ratings: local, national and world. The higher the position of the restaurant in the rating table, the more interest it arouses among potential customers, which leads to an increase in profits. Naturally, the presence of an institution on the pages of such a publication is the dream of every restaurateur.

Among the most popular restaurant guides are: Michelin (France, Belgium, Luxembourg, Holland, Switzerland, Spain, Portugal, Great Britain, Austria, Czech Republic, Poland, Italy, Ireland, USA, China, Japan and the Benelux countries), GaultMillau (France, Switzerland, Germany and the Benelux countries), Gambero Rosso (Italy), The Restaurant Magazine (England), Ristoranti di Veronelli (Italy), Le Pudlo Paris (France), etc.

The Kazakhstan restaurant market differs from the European one, first of all, in its attention to the interior. In general, this can be described as follows: a European restaurant pays more attention to the kitchen than to the interior, while in Kazakhstan it is the other way around. Therefore, establishments in which the cuisine leaves much to be desired, and the interior is very attractive, often become popular. This phenomenon is called "eating the interior".

The main differences of the domestic restaurant market also include an insufficient number of restaurants per capita. This situation is partly due to the fact that the tradition of eating out is practically rooted abroad, and the means necessary for this are at the disposal of a large part of the population of European countries.

In addition, the competence of the restaurateur plays an important role. So, in Kazakhstan it has become "fashionable" among people of high income to open restaurants, beauty salons, etc. They open and, as a rule, do not follow the business in the future. Abroad, most restaurants are usually the main business of the owner, where the owner spends day and night in his establishment, taking care of every step in its development. The result is a difference in quality.

In such conditions, the strongest survive, restaurant chains are formed and there is a constant struggle for a client who is constantly surprised, encouraged and appreciated.

The current crisis has begun to have a significant impact on the structure of the Kazakh public catering, forming several trends. One of them is the democratization of the public catering market in Kazakhstan. The main indicator of the market transition to a more economical format was the demand for the fast food segment. Thanks to the flow of visitors from other formats, it was the fast food format that managed to show a positive development trend. The modern pace of life "dictates" its own rules of nutrition: fast, cheap, tasty. The fast food market for investors is becoming more and more attractive.

In turn, the restaurant business market is in a stage with high prices for the shares of operators in this market, it is not profitable for investors to purchase shares of such companies and

enter this market. These are expensive investments. There is also an overflow of some customers to the zone of cheaper food. It is advisable to wait for the depression stage, make purchases of restaurant shares and expect a further rapid growth stage when these securities can be sold at the maximum price.

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